

NEWS
FOR THE
COIN OPERATED
ENTERTAINMENT
INDUSTRY
AUGUST 1985

CANADIAN 

Coin Box

MAGAZINE



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ENGLISH MARK DARTS™

JUST GOT TWICE AS EXCITING...



ENGLISH MARK DARTS™
5000
elite

English Mark Darts 5000 Elite is the premier game in ARACHNID's electronic dart line. Ten years of research and development stand behind this technically superior board. The English Mark Darts 5000 Elite has a newly re-designed power supply that extends the life of electrical components, and new 50,000-hour bulbs keep the game well-lit. The 5000 Elite also has a self-test mode to further simplify maintenance.

The target board uses sealed segments to prevent foreign material from entering the dart head, and all English Mark Dart boards use international target colors of red, yellow and black. Target area numerals are all back-lit for player attraction. Players also appreciate the route-tested, easy-to-read layout of the LED scoring panel, and the dependable Arachnid Patented Accurate Scoring System that makes every dart count.

Eight games to choose from, gives the players a wide variety with both 25¢ and 50¢ plays. The front panel is made of extra-durable Lexan for long life wear, using yellow, black and rainbow colors that have become the standard for electronic darts. The fluorescent top light fully illuminates the target area while in use, but turns off at the end of the game to discourage free play.

English Mark Darts 5000 Elite also carries a one-year warranty guaranteeing the craftsmanship of your game.

If you are looking for a new high-profit, low-maintenance game with wide player appeal, look no further than the English Mark Darts 5000 Elite.

Arachnid 6421 Material Avenue • Rockford, Illinois 61132 • (815) 654-0212 • (800) 435-8319

ENGLISH MARK DARTS™

4500

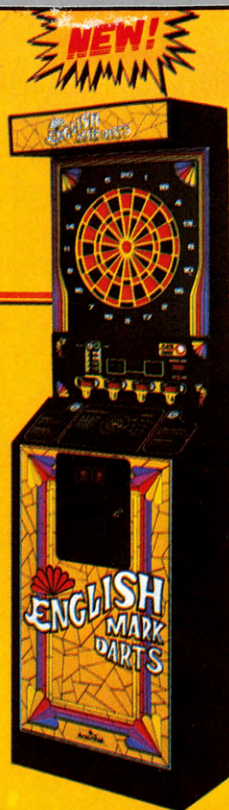
econo

English Mark Darts 4500 Econo is ARACHNID's exciting new electronic dart game, with many new features and a new low price; but with the same high quality English Mark Darts has been known for over the years.

The 4500 Econo uses durable Lexan top and bottom panels for years of like-new appearance. A new touchswitch front panel eliminates all mechanical buttons from the front of the game. Maintenance has been simplified on the 4500, with easy removal of the Mother Board, fast bulb changes from the back, and fewer electrical components. An Attract mode has been added, and also a new three-shot practice limit to discourage free play.

The new English Mark Darts 4500 Econo, like the 5000 Elite, still uses the famous Arachnid Patented Scoring System, and the traditional yellow, black and rainbow colors that many players recognize as the standard for electronic darts. The 4500 Econo still has the four most popular games, with 25¢ and 50¢ plays. And it still has Arachnid's ten years of experience and quality built into every game, with a one-year warranty to back it up.

Shoot for higher profits and you'll score with the new English Mark Darts 4500 Econo.



Arachnid

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..AND TWICE AS VERSATILE

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Video Lottery

Recommended In Quebec

There has been a new development regarding video lotteries in the province of Quebec: A provincial government committee has recommended that Loto-Quebec be authorized to implement video lottery games. That's the good news.

The bad news is that the official go-ahead must first be presented to and then passed by the cabinet. Since a provincial election is drawing near, it is highly unlikely that any action will be taken before then.

Although **Loto-Quebec** is under the jurisdiction of the Department of Finance, the finance minister cannot unilaterally authorize implementation of the committee's reports.

Jean-Marc Lafaille, president of Loto-Quebec, says he does not expect the finance minister will present the report to the cabinet for at least a few months, and even then there is no guarantee the cabinet will pass it.

Since the video lottery question has been tossed around for several years, this latest development suggests a final decision should be reached this year. *****

Last year turned out to be a good one for Canada's four lottery organizations.

Net profits amounted to \$32.6 million in the Atlantic provinces; \$126.4 million in Western Canada; \$216.7 million in Ontario; and \$223.1 million in Quebec.

Sales and profits figures show that lottery games have become more popular since the introduction of Lotto 6/49 in June 1982. This on-line game, where a player picks six numbers out of a total of 49, is a joint venture by the provinces and each of the four lottery groups have seen profits rise dramatically.

In 1983, profits were as follows: Atlantic provinces, \$20.6 million, Western Canada, \$69.7 million; Ontario, \$163.5 million; and Quebec, \$163.4 million.

Some of the projects sponsored by profits from the Ontario Lottery Corp. include a \$30-million contribution to the construction of the planned \$150-million domed stadium in Toronto; \$21.3 million for renovations to the Royal Ontario Museum in Toronto; and \$10 million for a science center in Sudbury.

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EDITORS
MARION WALKER
BILL WATERTON
BOB WALKER JR.

CIRCULATION
MARJORIE ALLEN

PRODUCTION
HELEN CHARLTON
JO-ANNE FRASER
BOB WALKER SR.

Warning: Re Counterfeit Copies Of Games

A number of video game manufacturers have been successful in enforcing their copyrights and trademarks in the U.S. courts against those who supply or use unlawful copies.

Subscribers are warned of the risks involved when copies of video games are purchased from sources other than the manufacturer or one of its authorized distributors. This magazine can offer no assurance that a video game or printed circuit board set purchased from all the sources of such are legitimate.

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SATELLITE 200



CITY II

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Fascinate your customers with the attractive design, the exciting see-through front and the super sound of the new NSM/LOEWEN!

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NSM's New Music Center



— Concert 240 —

NSM Jukeboxes a long well-known name in Canada proudly introduces their new

NSM-Music Center — the "Concert 240"

distributed by T. W. Gilchrist Vending of Toronto, Ontario.

This dazzling jukebox has the latest in computer technology... the ES IV system, with 400 watts, 200 watts music power per channel.

The "Concert 240" is well named, as the music pulsing from the speaker columns gives the quality and rich full sound one expects from a concert hall.

"We are very, very pleased with our prestigious line of NSM phonos", said **Tommy Gilchrist of T. W. Gilchrist Vending Ltd.**, of Toronto... "as this last spring and summer has shown a great demand from the Operators for jukeboxes.

Because of high cost of live entertainment, and groups, the bars want... and are buying quality music sound... and with our full line of **NSM jukeboxes** — we are enjoying this great up-surge of business!"

A Full Range Of NSM Gramophones Which Are Very Advanced Technically

Today, the N.S.M. product line is a comprehensive one covering Juke Boxes of capacities from a compact 100 selection unit to a huge 240 selection model. There is also a very popular "intermediate", 200 selection model. Most concentration has been on the smaller box which is made in three models — the "Soundmaster", "Prestige II", and the latest, the "City II".

The 200 selection machine is called the "Satellite" and the 240 Selection bear the designation 240-1.

Tommy Gilchrist imports and stocks the "Prestige II", the "City II" 160 selection gramophone and the "Satellite 200" which of course offers 200 selections... These are all uprights and upon demand he will obtain for customers the other model, as well as the new "Concert 240".

Apart from a fine appearance **N.S.M. Juke Boxes** have a number of technical features which are very advantageous to operators and their service people and mechanics. Modular construction of major components such as the

Dollar bill — prepared at factory to accept ardac mini \$1 and \$5 with stacker.

Remote volume control — wireless infrared volume control standard, includes separate control for each channel or comon control, reject, mute buttons. Background music and location free-play is available by means of key.

There is a stereo-mono selector switch, with attraction lights variable-adjustable for stand-by, and for flashing or pulsating to the music during play.

The 12 button selector panel displays alternates: • hit parade • top 10 • credits • selection made and record playing

Pricing and credit information — easily changed by means of selector buttons and entire program of pricing by pressing one (1) set of numbers for each country and combination.

Attract play or random play — one of top 10 is played at random after interval set by operator.

There is a socket on amplifier to plug in microphone and tuner or tape player standard.

Service information — easy access to collection information — total plays, total cash, record popularity, and an optional printer is available to print out this information.

The Operator has easy access to the individual units for serviceability, and led indicators give quick check ability to serviceman of power supplies.

The ERR indication — enables serviceman to diagnose many potential problems through the display.

NEW GAME FROM BONANZA!!

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- Two bonus meters A and B available. One will be used for each game as determined on a random basis. Each meter starts from 50 and increases by one point for every 10 bets until reaching 9,999.
- If the player wins a Double-Up, the card for the next Double-Up will be displayed to the right of the previous card. This is repeated every time when the player wins. If the first five cards make up a TWO PAIRS or better hand, an EXTRA BONUS of 100 points will be given to the player.
- P.C. Boards available from Bonanza distributors for ready use in your Mini-Boy cabinets.

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Bonanza Progressive Bonus



Double-Up Extra Bonus



STILL AVAILABLE



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GOLDEN POKER
MODEL:CP-5000MBH



Super Mini-Boy
4-IN-1
MODEL:BE4000SMB

Warning

Any infringement of copyrights will be pursued with legal action. Be sure you are handling Bonanza originals.

BONANZA ENTERPRISES, LTD.®



CITY II



PRESTIGE 160 II



SATELLITE 200

player unit can be rapidly "unfastened" and removed for servicing without disturbing any of the other major units such as amplifiers, speakers, etc. which are themselves, "unitized" for quick and easy servicing.

Money Saved On Route Calls Because Of Easy Serviceability

With the very high costs of route calls and personnel's time this is an important feature these days. At the same time the proven serviceability of N.S.M. Juke Boxes has been exceptional, and down-time due to malfunction is extremely low.

Whenever parts or service are required for N.S.M. phonos the **T. W. Gilchrist Company** has the stock and technicians to quickly put things right. . . And, because of N.S.M.'s modular construction, only the faulty components need be removed for servicing.

Serviced On Location

There is no need to remove an N.S.M. gramophone from location for virtually any repairs of servicing when a module change will put things to rights again. . . There are three of these, the carriage, including the record holder and player, the computer, and the control centre.

These phonographs are, of course, largely solid state and computerized, and they can be programmed for any number of selections to be played in the order they are selected.

The gramophone's component systems are self-diagnostic for quick service, there is 200 watts of power lighting pulses to attract customers, and a playmeter is of course, fitted as are free play switches. The gramophone can be used as a paging system or as a background music system through the built in features.

T. W. Gilchrist, the exclusive distributor, does business from its long established premises on Queen Street East, Toronto.

Data East's "Commando" ... Tests Earnings Better Than "Karate"

Currently the proud father of the top 2 games on the charts (**Kung Fu Master** and **Karate Champ**) **Data East** is shooting for an unprecedented ownership of the top 3 games, with its latest offspring "**COMMANDO**".

This all new, action packed game takes the player on a secret mission behind enemy lines. As a highly trained "**COMMANDO**" the player must negotiate all types of terrain and obsta-



cles combating enemy troops at every turn.

The enemy are in bunkers, on bridges, and come at him by vehicle and foot from all angles, taxing the players reaction and cunning to the limit. The player controls the route and the fire power, and becomes a hero as he penetrates enemy headquarters and frees the captives. Make no doubt about it — the battle is fierce and strategic, the graphics realistic, and the fire power explosive.

This outstanding game developed by **CAPCOM**, will be released by **Data East USA Inc.** in early June.

Once you see "**COMMANDO**" in action you'll understand why the games' test earnings are even more impressive than **Karate Champ** — "**COMMANDO**" may be just the winner needed to properly launch summer vacation play.

Johnny Zee's New Family Fun Centres Have Achieved Prominence And Success In Just Two Short Years

It is generally conceded that the Games Industry in Canada fell greatly in 1983 with the video boom "bust" which occurred in the U.S. some years earlier. Since then, this business has been undergoing a shakeout in both countries. . . This has resulted in a number of business failures amongst video games manufacturers, distributors and operators.

But, what about starting out in the games business these days? "Not likely, one would have to be stupid to do that" say some industry people in the know. . . However, there are always exceptions to most rules and ideas.

One very notable exception to this popular train of thought is to be found in the person of **John Zanic** of Victoria, B.C. Not only has he run against the grain of existing opinion in starting out in Games in 1983, but he also chose to do it via the Arcade "route" which is generally considered to be more vulnerable and less certain to-day than is street operating.

What is more, Mr. Zanic has enjoyed an undoubted suc-

cess with his business in the couple of years which it has existed. . . Moreover, during this short period, he has expanded his company, **Johnny Zee's Family Fun Centres** from one small Arcade to three, one a very large one of 125 pieces.

Volume of equipment used has jumped from an initial 20 pieces to a current 185 pieces. Two months hence, a further Johnnie Zee's containing another 50 games is due to open. That will mean an increase in Arcades of 75% and an increase in pieces of equipment of just under seven-fold. . . And, all at a time when the games industry and particularly the Arcades sector has been in a somewhat depressed state. How this has been brought about makes a quite unusual tale.

Question:

Johnny, how and why did you get into Games Arcades?

Answer:

In about 1981 I got hooked on home videos through the T.V. set, and got interested in games such as T.V. baseball.



I thought others would be equally interested. Living on the outskirts of Victoria in the small community of Sooke which has about 8,000 people I realized that there really is nothing much for kids to do. Because I enjoyed video games, it seemed to me that others would too and so I started up a small 20 piece Arcade in my town. It went well and I then felt that Victoria with its 350,000 people would also be a good place to put in Arcades of the right sort.

Question:

Had you any prior experience in the coin machine industry, Mr. Zanick? What was your background? Are you a Victoria (Sooke) person?

Answer:

I was born in Winnipeg, but moved to B.C. with my parents when I was five. After finishing school I worked as a postal clerk in B.C. and was doing that when I started **Johnny Zee's**. I am now 24, so I was 22 when I went into Arcades.

Question:

So you then opened another Arcade in Victoria proper?

Answer:

Yes, I put one into a downtown theatre in the winter of 1983. It started out with 90 pieces and now has a hundred and twenty-five. In May of this year, I opened a forty-piece Arcade in Esquimalt and this coming October, another 50-piece one will open in a Mall in Longford.

Question:

That makes you a pretty fair sized operator doesn't it?

Answer:

I guess it does: the big **Johnny Zee's** is the largest Arcade on Vancouver Island.

Question:

How do you decorate your Arcades?

Answer:

They are all bright and spacious, a lot of plants are put into them to create a pleasant atmosphere and colours used in decorating are red and yellow.

Question:

How do you run and manage **Johnny Zee's**? Do you use hostesses?

Answer:

No hostesses, male managers and the Arcades are run strictly. I believe in keeping relations with police, schools and civic authorities cordial and hassle free. Before I went into this business I did a survey of Arcades and other locations out here to find out their way of going about things and the problems they had, and among them there were some awful dumps and badly run ones which caused problems. I determined to keep mine free of what I saw and knew was happening, and it's worked well for me.

Johnny Zee's are bright, attractive and clean and are very strictly run. There are no drugs, booze, or rough stuff allowed. I, and my people won't stand for it, and people who don't obey our rules are simply put out and kept out. As a result, we've established and kept good relations with the authorities and have had no serious problems.

Question:

What hours do your Arcades keep?

Answer:

10 A.M. to 11:30 P.M. Fridays and Saturdays, 10 A.M. to 11:00 P.M. weekdays and Sundays.

Question:

Where do you purchase your equipment?

Answer:

Mostly from **Fedder's "Pacific Games" of Vancouver**, together with some from **New Way Sales Limited in Toronto**. I'm satisfied with the service these both have given me.

Question:

Do you do all your own servicing?

Answer:

Pretty well all of it including major overhauls. For the odd major repairs we will send machines over to Vancouver for fixing.

Question:

What's the mix of equipment typical of your Arcades?

Answer:

We are still very large on video games because they are so easy to run. As an example, the big Arcade had in it over 80 Videos, five pins and five other pieces before we enlarged it to 125 pieces.



Opening Four Large Successful Arcades In Just Two Years Shows There Is Always A Need For Top Entertainment Places!

Nintendo's And Bally Game Systems Both Fantastic For Us!

Question:

You seem to be very low on your ratio of pins compared to most operators these days who use substantially more in their Arcades. What is the reason for this, don't you like them, don't they do well for you? Hasn't there been a big revival of demand for them around Victoria?

Answer:

Pins are doing very well for us but then, Videos are still very good here, even numbers of the older ones. They are also less demanding of service and repairs than are pinball games. It's not that we don't like pins . . . They are fine and do well but Videos are easier.

Question:

Have you a buying policy? Do you buy new or second hand, complete games or conversions?

Answer:

We have bought everything new, dedicated games and kits for conversions and systems. We keep away from copies. **Nintendo's "V.S. System"** and **Bally's "Sente System"** have both been fantastic!

Question:

What are the good games now, those you find extremely well played?

Answer:

- "Commando" and "Kung Foo Master" (Data East)
- "V.S. System" — "Hogans' Alley", "Excite Bike" (Nintendo)
- "Marble Madness", "Paper Boy" (Atari)
- "Spy Hunter", "Hat Trick" "Hot Tub" (Bally Sente)
- "Cheyenne" (Exidy).

Question:

How about Pinball games?

Answer:

We are finding "**Sorcerer**" and "**Space Shuttle**" from **Williams** to be among the best.

Question:

Did you get into laser games and if so what were your experiences with them?

Answer:

We've used **Data East's "Cobra Command"** and we're still using "**Dragons' Lair (Cinematronics)** which will bring in about \$100.00 a week at present . . . when the latter was hot, it pulled in \$575.00 for the first week and after four \$125.00 - \$150.00 and \$100.00 after a year.

Question:

What do other games do in your places?

Answer:

"**Commando**" (**Data East**) produced some \$300.00 a week for six weeks. We feel that anything about \$200.00 a week is very good and were satisfied if a game will still do \$100.00 a week after a year. However, these games cost a lot of money new and it takes a long time to get it back and make yourself some money.

Question:

What's your position with respect to 50¢ play?

Answer:

When a game is new and hot I'll put it out at 50¢ and if it's an expensive (\$5,000.00) game it's got to be at 50¢. But I don't like 50¢ play, preferring 25¢ which appeals more to customers.

Question:

You've done quite a lot by way of promoting **Johnny Zee's** including the use of Radio and the sponsorship of tournament play. Want to talk about it?

Promotion! Promotion! Radio Advertising Increased Revenue 27%!

Answer:

We've advertised our Centres over radio station CKDA in Victoria when we've had something special to say. We've advised the public by radio when new games have been installed or when we were to run contests or tournaments or other special events or attractions. Early this summer we used radio advertising and kept a close record of what it did for us over two months. The results of this showed that revenue was up by 27%

This summer, too, we also took part in promoting **Video Games Tournaments** and **foosball competitions** in our large Arcade. The company supplied the games used in the **1985 Video Game Masters Tournament** and the **Twin Galaxies Iron Man contest**, and helped with players' expenses. I hope to see something about the results in the **Guinness Book of Records** and also hope more organized play will result.

Question:

Are you doing any street operating?

Answer:

Not seriously though we do supply games to a small number of corner stores.

Question:

How many employees have you? Are they of both genders?

For Top Promotion

Organized Video Game Playing Used At Johnny Zee's

Letter From Walter Day Of Twin Galaxies

TWIN GALAXIES
P.O. Box 1556
Fairfield, IA 52556
(816) 436-5785

TO THE EDITOR:

The summer of 1985 was a milestone for organized video game playing in Canada and the U.S.

Because of the generosity and hard work of John Zanic of **JOHNNY ZEE'S FAMILY FUN CTR.** in Victoria, B.C., Canada, two major video contests and one foosball event were successfully organized and will appear in the **1986 GUINNESS BOOK OF WORLD RECORDS.**

By opening his heart and his wallet, John Zanic has single-handedly supported the birth of organized video game playing in Canada. After flying many players to Victoria at his own expense, he then paid for everybody's room

expenses and topped it off by making all game play in his gorgeous 90-game arcade free.

The triumphs of the **1985 VIDEO GAME MASTERS TOURNAMENT** and the **TWIN GALAXIES IRON MAN CONTEST** owe all their success to this unselfish man who, now, can be called the founding father of organized video game playing in Canada.

All thanks and all credit to you, Mr. Zanic.

Respectfully,

WALTER DAY

The Canadian National Video Game Team
The U.S. National Video Game Team
The Twin Galaxies International Scoreboard

Answer:

I have eight employes, all males.

Question:

Are there any problems with City or Provincial authorities?

Answer:

Nothing to speak of, but out here we do get stuck to pay fairly substantial licensing fees, involving individual machines.

Question:

Do you rotate your games a lot?

Answer:

Yes, it's essential to get the best out of Videos and keep player interest up. It's surprising what rotation can achieve. Would you believe it if I told you that we still use **Asteroids** and that game does quite well?

Question:

What about resorts on the Island — do games do well at them?

Answer:

We have some ties with them.

Question:

What's the competition in and around Vancouver?

Answer:

There were a lot of competitors and though some have disappeared there's still tough competition out here.

Question:

Of what do your customers comprise?

Answer:

We get a lot of kids and young people, of course, as I knew they would come to Arcades when I started the business. Now, we also get a lot of families coming in, all members play the games and we like that. An increasing number of women are coming into my Arcades. . . They like novelties and the cute Videos such as "Crystal Castle" with its roller ball controller. . . Women do seem to like roller ball control.

Question:

You've built up a large operation in a very short time when the Games Industry is not in the best of shape. To what do you attribute **Johnny Zee's** success? Are you happy with your choice of this business, and what do you think the future holds for it?

Answer:

In the beginning I found a sport, if I may call it that, which I thought was fun and liked. I felt that, if I felt that way about playing Videos and other coin-operated games, other young people would too. . . That was a starting point. I also looked around at the existing Arcades in Victoria and by my standards most of them left a lot to be desired. I knew people wanted leisure time entertainment and would use it if it gave them what they wanted as to amusement and atmosphere, variety and new games, at regular and frequent intervals. In **Johnny Zee's Arcades** I've tried to give different sorts of people these things and it seems to have worked.

I've found this to be a challenging and demanding business which has to be worked at continually in order to satisfy customers and keep them coming in and playing.

As to the future — I'll keep on expanding and just wait and see what happens. I'll watch things very closely and adapt quickly to changing conditions. . . and I don't see that one can do anything more than that. I've proven to myself that people will come and play if you assess their wants correctly and cater to them.

Yes, I'd say that I'm very happy with this business. . . and know there is a great future in it — enjoyable entertainment and fun is what people always seek and want!

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By Merit Industries



Quality design and engineering has produced the long awaited **BULL-BUSTER™ Darts**, by Merit introduced recently to have reviews at the Pennsylvania Amusement and Music Association Expo. Initial placements have generated exciting response, triggered by the many new innovative game and service features.

BULL-BUSTER™ Darts represents a new generation of quality and play appeal to the burgeoning electronic dart market. Company **President Peter Feuer** stressed that significant market research went into the development of **BULL-BUSTER™ Darts**, and no effort was spared in making this a top-of-the-line product **Merit Industries** has become known for.

"We paid a great deal of attention to operator and player feedback. Play features, serviceability and better quality were what the field demanded and we have produced a produce geared to those needs. We expect a high level replacement market as well as growth in new areas as **BULL-BUSTER™** makes its mark in the industry."



PRO-SELECT™, the new **Double Bullseye** feature everyone's been asking about, is now available on all **BULL-BUSTER™** games. Dart shooters can play all the games with the existing single bullseye 50 point target, or by simply pushing a button can opt for the double bullseye with a 50 point center and 25 point outer ring.

PRO-SELECT™ encourages players to shoot for the triple 20's, 19's and other high scoring combinations, enhancing game strategy and the development of higher skill levels.

PRO-SELECT for the first time in electronically scored darts, elevates the game to a level comparable to conventional steel tip darts while providing the excitement and convenience of automatic scoring. The great part is that those players who have gotten accustomed to the single bullseye target can still play the game "their way", while a new challenge exists for those other players who are up to it.

PRO-SELECT™ Tournaments Will Be Staged Across The Country.

"Leagues and tournaments can now be geared around two different play styles", say Dart Marketing leader **Chuck Cohen**. "Our market studies have indicated that this latest innovation will turn the dart field around!"

BULL-BUSTER™ is programmed to handle all the standard dart favorites such as 301, 501, 301 Masters and player selectable Double-In/Double out options that garner additional coinage and boost collections. A total of 14 games are available, including the popular Baseball, High Score, Shanghai, Cut Throat and Exacta.

The "Missed Dart" indicator, operator selectable, adds another convenience for league and tournament play. "The software has the capability of detecting any dart thrown that misses the target area but strikes the cabinet front — particularly useful when a shooter misses the outer doubles ring and doesn't score points. This is another example of how **BULL-BUSTER™** has been tailored to meet the expanding market needs", says Cohen. Improved software has also increased the level of scoring accuracy.

The game features complete front access servicing to all the active electronics and light bulbs (quick Pop-in/Pop-out Logic Board). No tools are required for most servicing needs, and best of all the machine doesn't require moving as total accessibility is provided from the front.

Other features include twin "top-drop" dual coin entries on a flip open front-lock control panel; storage com-

Continued on page 51

Canadian Coin Box Magazine



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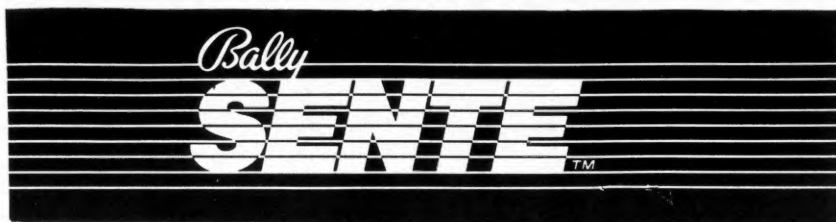
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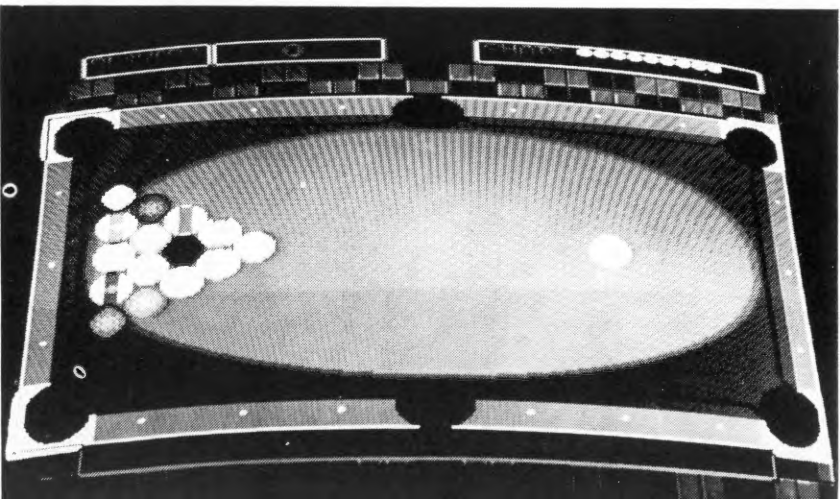
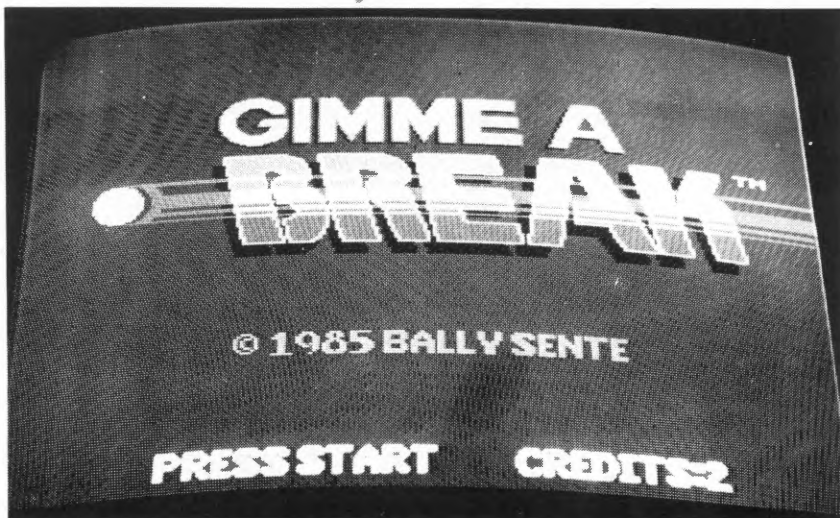
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Intros "Gimme A Break"



Bally Sente Inc., of Sunnyvale, California introduces: **"Gimme A Break"**, a video game that boasts the inherent appeal of the venerable game of pool.

"We've duplicated the fascinating challenge of the table game onto an electronic screen," reports **Bernard Powers**, Director of Marketing and Sales for Bally Sente. "While the popularity of pocket billiards ebbs and flows, the table sport stays on as a consistently popular pastime for all ages and socio-economic levels — surviving even the notion that 'pool hall games' exist chiefly as a background for a variety of vices," added Powers. He feels confident that since the table game is on the threshold of another comeback, the time is right to offer it in video game format.

The game offers a top-down view of a six-pocket pool table

...complete with a wooden rack, a cueball and colorful object balls — solids and stripes. Powers pointed out that only the **Bally Sente version provides 15 object balls**. It is also the only video pool game in which a trackball moves the cue in the path required to hit and send the object ball into the pocket. Designer Ross explained: "Learning to manipulate the trackball does require a little time and skill, but it adds a lot of flexibility for shots. It also allows the player to apply 'English' — another unique feature among pool video games. By further massaging of the trackball after a shot, the player can nudge the cue away from a foul, or into a better position."

"Gimme A Break" offers two game options:

...single player straight pool and two-player 8-ball. Racks are highlighted by a change in table color — from green to blue to red to gold. All the challenges of natural, carom and combination shots and calling pockets or balls are possible on the Bally Sente game. And, as in real pool, the idea is to successfully execute as many shots as possible.

Straight pool players use a prescribed number of turns to pocket the object balls. Pocketed balls are totaled and turns are subtracted when scratches, misses or penalties occur. Remaining turns may be used in the next inning or round. After each round, a bonus shot opportunity is presented by way of a trick shot appearing on the screen. Extra turns are awarded based on the number of

Continued on page 49

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SEGA®

Intros A First — A Motorcycle Race Simulator Game



Early in April "Sega returned" to U.S. shores. This Japanese-based operator/distributor/manufacture opened once again for business after the sale of their San Diego manufacturing assets to Bally Mfg. Corp. And, they are coming back in style with a smash arcade attraction called 'Hang On.'

President and former Atari, Inc. President **Gene Lipkin** leased lush quarters in San Jose.

Well known and experienced personalities in the field, Tom Petit, Jolly Backer and Simon Deith are among the new staff.

For openers, Sega USA has pledged to provide a complement of amusement games (including a video system plus non-video attractions like merchandise redemption machines). They will also supply conventional kits.

Backed by the full design team in Japan, Lipkin asserted that Sega USA intends to once again become a strong force among U.S. game makers.

Sega Intros A First — A Motorcycle Race Simulator Game

'Hang-On'™, the new hit motorcycle game from **SEGA**, is the first of its kind in the world: a motorcycle race simulator game. The realism of the motorcycle racing experience provides the maximum in game enjoyment. HANG-ON is a game that surpasses the concept of what a game should be!

You Can Get Seasick Game Is So Realistic

This game is so authentic it can get you seasick. It's a "motorcycle" you sit on with the monitor melded into the plastic cabinet between the handle bars.

Needs Thrusting Of Body Weight To Play

You guide the computer-generated motorcycle on the screen through the demanding course using the handle grips, but you have to bend left and right to maximize those turns on the screen. Right, you need body weight

to lean the bike over and back to properly play and score.

Coin mechanism is on 3 coin vend, either quarters or tokens and is adjustable.

This motorcycle is comprised of 5 stages of game play i.e., Alps, Grand Canyon, City Night, Seaside and the Circuit. All high action levels of play vividly depicted through the high resolution video graphics which make the racing experience feel even more exciting and realistic.

Equipped with 4 built-in stereo

sound speakers, its exhaust sound and the roar emitted when passing your competitors are both extremely authentic.

HANG-ON's overwhelming earning power will make the game a long term success in many different locations and is a very unique game for the location as it will assure to draw the player base, and increase the earning potential in each location.

HANG-ON is a game that surpasses the concept of what a game should be!

The upright version of this exciting new game will follow in the fall.

Video Game Systems And Conversion Kits

SEGA will soon be introducing a revolutionary new Interchangeable Game System. This system will allow the operator to be very flexible in software purchasing. The conversion itself will be quick and simple. SEGA will also introduce a strong line of conversion kits with high-resolution graphics, available for vertical and horizontal games.

Sega Enterprises, Inc. (U.S.A.)
2149 Paragon Dr., San Jose, CA 95131
Phone: (408) 435-0201.

Utec Intros Solid-State Coinbox Control System

Utec, Inc. in Cincinnati, Ohio announces the availability of an **all-new, state-of-the-art, solid-state coinbox control system.**

The design uses the current high-tech approach of a plug-in module. The coin sensor is customer adjustable for any size coin from ten cents to a silver dollar. Magnetic oriented slugs are sensed and fail to activate the control circuit. The standard adjustable time cycle is from 30 seconds to 6 minutes.

When solid-state sound is incorporated in the control system, a volume control is furnished. Small LED lights indicate the power-on, slugs, and the time cycle, while an electro-mechanical counter counts each time cycle. The power supply voltage can be either 110 VAC or 12 VAC.

The new coinbox is adaptable to and will replace old Utec coinboxes already in the field.

All new Utec Kiddie Rides will be

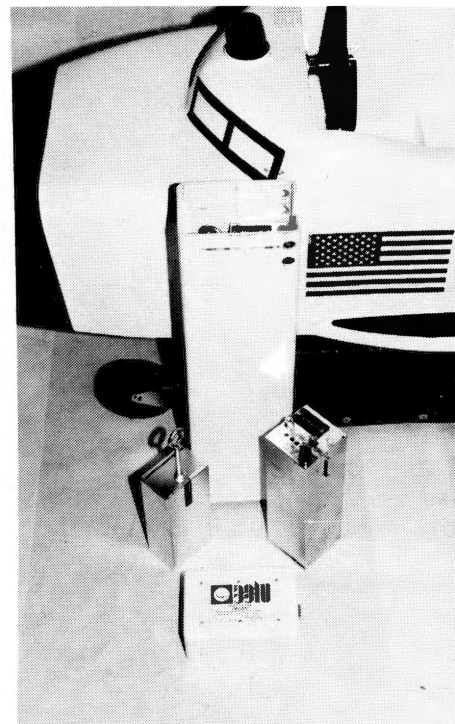
furnished with the new coinbox, as well as, with the all-new, ultra-secure **"Vault"** coinbox.

The **"Vault"** is a continuous steel column from ground level measuring 4" x 6" with a 3/16" wall thickness. Because the **"Vault"** is welded to the base of the ride, no further security covers are required.

Although the new control system was initially designed for **Utec Kiddie Rides**, Utec plans to market the coinbox independently to many other applications and products in the coin-operated industry. For more information, contact:

Utec, Inc.,
P. O. Box 12530,
2770 Highland Avenue,
Cincinnati, Ohio 45212,
(513) 531-2800.

Distributed in Canada by:
Levesque Vending,
Grand Falls,
New Brunswick, Canada



Tokyo Amusement Show Oct. 2 - 3 To Have Over 464 Booths

Three halls covering 8,446 square metres will accommodate around 60 exhibitors for the 1985 Annual Amusement Machine Show in Tokyo on October 2 and 3, according to information from the organisers, the Japan Amusement Machine Manufacturer's Association, this week.

The show will be held at the Ryutsu Center in Ota-ku, Tokyo, and will contain coin-operated amusement ma-

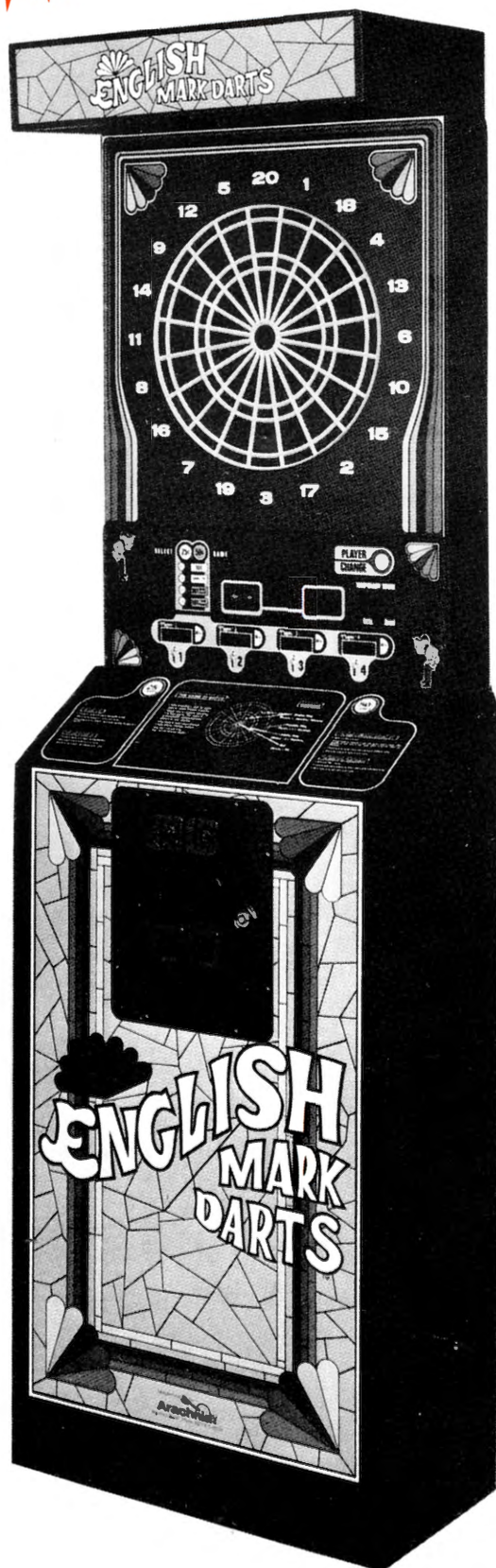
chines and related services. The show is open to the trade only.

There are a total of 464 booths on offer with a basic size of three metres square at 115,000 yen.

The organisers have also released the date of the 1986 show, October 8 and 9, at the same venue.



English Mark Darts Intros "Econo" Dart Game With Lower Price



English Mark Darts 4500 Econo is ARACHNID'S exciting new electronic dart game, with many new features and a new low price; but with the same high quality **English Mark Darts** has been known for over the years.

The 4500 Econo uses durable Lexan top and bottom panels for years of like-new appearance. A new touchswitch front panel eliminates all mechanical buttons from the front of the game.

Maintenance has been simplified on the 4500, with easy removal of the Mother Board, fast bulb changes from the back, and fewer electrical components.

An Attract mode has been added, and also a new three-shot practice limit to discourage free play.

The new **English Mark Darts 4500 Econo**, like the 5000 Elite, still uses the famous Arachnid Patented Scoring System, and the traditional yellow, black and rainbow colors that many players recognize as the standard for electronic darts.

The 4500 Econo still has the four most popular games, with 25¢ and 50¢ plays. Arachnid's **ten years** of experience and quality built into every game, with a one-year warranty to back it up, carries on the fine reputation this firm has earned.

Arachnid Adds New Products

Arachnid, Inc. is proud to announce the addition of several new products to the "**English Mark Darts**" line.

Three new styles of brass dart collars; the "Marble," the "Wolf," and the "Shamrock," provide a variety for the player who prefers the accuracy of brass darts. These new collars are interchangeable with the existing shafts used in the "Scorpion" line of Arachnid darts.

Durable plastic flights are now available in a new "Cut-Down" style, and in four vibrant colors.

Replacement safety tips are also available in four different colors. Red, yellow, white, or black tips are the new assortment for English Mark Darts players.

Two helpful new aids to leagues and tournaments are also being offered by **Arachnid**. Eye-catching "**Leagues Are Now Forming**" posters, printed black and red on yellow poster board, have room for a league name and telephone number on them. These beautiful 12" x 19" posters will give your league professional looking advertisement for a reasonable price.

A 32 team double elimination tournament wall chart will help you run smooth, organized tournaments. Printed black on yellow paper, this 22" x 34" wall chart is a colorful and useful tool at any English Mark Darts tournament.

Contact: Arachnid Inc. 6421 Material Avenue
Rockford, Illinois 61132
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Fifty Year Old New Brunswick Firm Maintains Prosperity Only By Top Service To Customers

How many Music, Games and Amusement operating firms in this country or indeed anywhere else in North America go back over half a century. And how many of these are still run by the original proprietor? Not too many we suspect!

In the Provincial Capital of Fredericton, New Brunswick, **Allen Ramey** has been operating the company of **A. A. Ramey** since 1934 and he still is at the age of eighty-five according to his son and company General Manager, **Francois**. In the beginning, the elder Ramey had a business in the N.B. Capital, the premises of which had a bit of spare space. . . . Into this was put an early Juke Box and thereafter, a gun game and later on a bingo and a pinball game.

All these did fairly well but soon the war came along, Mr. Ramey joined the army and the business was left to the running of some of his nephews. Towards the end of the war as a soldier with the Calgary Tank Regiment, his tank was hit, the crew killed with the exception of Allen who had been shot in both legs and managed to crawl away from the tank. Finally he was found by the infantry and after some half dozen years in Italian, British and Canadian hospitals he was discharged, limping badly and with a disability pension. Meanwhile the Amusement business had been expanded somewhat and people around Fredericton were well disposed towards helping along the business of a disabled ex-soldier. . . . This stood Allen to good advantage when he was finally able to return home and again take over the business.

At the same time Mr. Ramey had always insisted that his business be conducted "properly" even in his absence. Apart from anything else it was operating out of a small city, to-day Fredericton only has a population of some 50,000, and an area along the St. John River where everyone was known and news of them spread about quickly. The years from 1950 to 1960 were ones of growth for the company and it was helped by contacts Allen had made whilst incapacitated in Montreal. Amongst these was a **Sam Schwartz**, a prominent pioneer Quebec, and Canadian coin-machine man. He was a good friend and help to the **A. A. Ramey Company Ltd.** in those days. During that decade the company really grew up as a coin machine operating firm. It expanded greatly not only geographically but also in the types and quantity of equipment it used and located. It operated Juke Boxes, Pinball Games, Guns and other Amusement devices and cigarette vending machines. Expansion took place mainly along the St. John River on which Fredericton is situated. At the end of the decade and the early 1970's other people began to get into operating and so **A. A. Ramey Ltd.** got into the selling of equipment to these new operators:

During the 1970's coin-operated pool and shuffleboards came in, did very well and were used extensively. It was also prime time for Juke Box operating in that part of Canada and taking advantages of the opportunities to be had, **A. A. Ramey** gained new locations over a wide geographical

area. By the end of the decade the area went South and East to the Maine border and St. Stephens on it and the Atlantic Coast, and a hundred and eighty five miles north to the Quebec Border and of course East, down river to and into St. John, sixty miles away.

Expansion has gone on right up until the present. After April, 1976 Pinball games became officially legal across Canada by a change in the Criminal Code, and that put real life into the whole industry and it was soon followed in 1979 with the game which started the Video Boom, "**Space Invaders**". That caused very rapid growth everywhere and with it the company consolidated its established position as a firm with multiple hundreds of coin-operated machines located throughout a large area of Southern New Brunswick. At one time it did have locations up in the more northerly part of the Province in Newcastle but these were in due course sold to another friendly operator.

Throughout its existence **A. A. Ramey** has been instrumental in getting other firms started in the same business in which it was engaged. This must seem strange to operators in say, the Montreal area of Quebec, or those doing business in Southern Ontario. It must be recognized however, that New Brunswick apart from being quite a large expanse of land, much of it heavily forested, is also relatively sparsely populated with very few communities of any real size. Its dimensions are roughly 350 x 250 miles and there are under ten cities or towns having over 10,000 people and the whole population of the Province doesn't exceed that of the City of Vancouver. Consequently, there are many small communities which might well sustain a Juke Box and a few games and Amusements but by their distance from other larger communities simple would not be an economic proposition for a large distant operator. Yet, they might make business sense for a local person, perhaps on a part time basis.

Private Clubs Use Many Games

New Brunswick and indeed other Maritime Provinces are unique in yet another way, in that they have for a long time permitted substantial members of private clubs wherein, over the years, games not available to the general public have been permitted. These provide excellent locations for operators as do the Canadian Legion Halls in the area. Another type of excellent location throughout New Brunswick is the truck stop. These are restaurants, fueling, sleeping and bathing facilities in many cases and are quite numerous throughout the Province. Other locations these days are the more usual ones served by operators just about everywhere. . . . comprising of, restaurants, tobacconists, News Agents' shops, Pool Rooms, Small shops, Bars, Taverns, and Military Installations of which there is one of the largest in the country just outside Fredericton at Gagetown.

A. A. Ramey is probably quite unique amongst operators in that it still serves many locations with which it has been doing continuously for over more than thirty years. . . . and,

that says a great deal about how it conducts its business and its relations with its locations.

"60% of our customers have been with us 30 years, 25% with us 15 years, and balance with us 5 years" this loyalty and our dedication to pleasing our customers quickly kills the competition when they try to enter our areas.

Principals of the company are its founder and proprietor, **Allen Ramey and his son Francois**, its General Manager. There are 9 other employees, three primarily employed as route people, and another three, who are in the main, technicians. All equipment is visited weekly and anything needing conversion, overhaul or repair is hauled into Fredericton where a large, comprehensively equipped shop is maintained. The company uses two vans, a mini truck and a station wagon, all gasoline fueled.

Minor adjustments and repairs are made on the locations. Route people take meter and full information about the Juke Boxes, Games and Amusement devices on each call. Neither radio nor beepers are used because of the large area covered and the lack of large urban routes. Telephones are used extensively, employees report in if they need to do so, and they can easily and quite rapidly be contacted from the office in Fredericton, if need be.

The company does not use a computer. M. Francois Ramey feels there is no need of one for his company even though its equipment numbers pieces into many multiple hundreds. He does believe however, that it would be a different matter if A. A. Ramey were still a vending company with the differences that entails. However, it no longer is in Vending, having sold off that part of its business during the late 1960's. . . It was primarily a cigarette vending operation.

The company has no Arcades being what is often termed a "street operator". It has run Juke Boxes over the years and still uses a number of them although not as many as in the heyday of the coin-operated gramophone in the 1960's and 1970's.

Question:

Tell us a bit about your Juke Boxes?

Answer:

We had up to forty-eight a decade ago but now we have twenty-six in use. They are mostly **RockOla's** together with a few **Rowes**. All our truck stop locations have them and

they are extremely popular there and do very well. Every two weeks we change an average of five records on each Juke Box. We use American title strips which are very good. . . they are coloured and set off the selection in the gramophones to advantage. Jukes are still a good a part of our business.

Question:

Let's dive into what everyone hoped would bring back the great days of video games, lasers. . . Have you any of these games and what has your experience been in respect to them?

Answer:

Our experience with Laser Video Games hasn't been a good one. We have a couple of them both "Galaxy Ranger" from Bally and they've been very troublesome and they take two or three months to fix them, we don't do it ourselves. They simply haven't been worth having.

Question:

Pinball games, how are they doing? Have they come back?

Answer:

We never gave up on them, they've always been a good part of our business and they've come back a bit 6% or 7% maybe even 10%. We still use a lot of manual models together with electronic pinball games. Some kids now really like pingames. . . They are close to them and often find the games take a longer time to beat than Videos.

Question:

What is the position of Video Games to-day?

Answer:

With us, it's quite good and it always has been. . . Things haven't been bad for us; our business hasn't suffered in the way many operators apparently have. We've kept good relations with our locations and customers over three decades or more. We've always played fair with them and our machines have been good. These things have been our only P.R. and it's worked in our favour and been good for our business. We've just carried on through the years, we grew and expanded steadily as part of the community and area south Western New Brunswick. Videos are a steady and constant important part of our business.

Further points from a long conversation with Francois Ramey



Question:

Is your father still active in the business, he must be getting on a bit?

Answer:

He's very active, down here every morning running things and enjoying himself with other more sporting matters every weekend. . . He's now 85.

Question:

How did you get into the business?

Answer:

I grew up with it and into it. . . I worked at it as a kid, going to school and came back into it in 1978 after finishing University at Dalhousie in Halifax where I took Economics, then working in other businesses for about seven years.

Question:

Did you find your university training in economics to be of great use to you in the business of operating Juke Boxes, Games and Amusements?

Answer:

Only in a general way applicable to any sort of business, but specifically no, this is a unique business with its own specific characteristics and problems different to those of most other businesses.

In our business a lot of personal contact with locations and customers is essential and one has to work hard at it all the time. Otherwise, problems will build up which need not arise in the first place.

You won't be a success in this business if you don't go well beyond what you learn in University.

Question:

What is the usual commission rate employed in New Brunswick?

Answer:

It's 50/50 as it is in most places elsewhere.

Question:

What prices do you get for play?

Answer:

Pool goes at 50¢. . . Videos, Pinball games and Specialties or Amusements cost 25¢ to play and Juke Boxes give two plays for 25¢. We think that videos have now stabilized. They have come back a bit and may even do so a bit more but basically we believed they've settled down to where they will stay in the mix of Games and Amusements.

Question:

What is your firm's buying policy? Does it use conversions? How are they done?

Answer:

Of course, we went into conversions because they made economic sense. We've bought closeouts and good used equipment and so conversions made good sense to us. We have the trained people and equipment to do conversion work and we bring the videos in to our plant here in Fredericton.

Question:

Have you or, did you have trouble, getting trained people to work on Pins when they went electronic? Did you use T.V. repairmen as any people did?

Answer:

We went to the colleges and trade schools for our

technical people. Again, we may well have been slow to get into the newest equipment but when we got heavily into it the computer boom was on and young people were going to schools in large numbers to learn all about electronics and computers. As is often the case there weren't enough jobs around here to absorb all these newly trained technicians but they had the skills to work on electronic games and soon became very good at it, so we had no staffing problems after the early 1980's.

Question:

What about troubles with authorities, governments, town and city councils, police or school and religious authorities or, citizens groups?

Answer:

There was early on, because people thought locations would be hangouts for kids where undesirable things would go on. Now there's so much video stuff about that people have not only accepted it but have become indifferent to it. Things have been very quiet for some considerable time.

Question:

Are there seasonal aspects to operating in New Brunswick?

Answer:

Actually business is much the same here all through the year except for small variations to which we have adapted. At Christmas, during December and January, business tends to drop off a bit and it's definitely a bit slower at Christmas. In the winter there are three or four ski resorts in our area of doing business but the people who use them don't seem to be too keen on games. In most cases they just go out for the day to ski. It's different in the summer when the beaches are busy and the camp grounds are full. We take machines out of town locations then, a few here and a few there and put them into the campgrounds where they attract a lot of play. On the whole, though things don't change too much throughout the year. They remain good all the time.

Question:

What's the state of the competition?

Answer:

There's some of course and a lot of people moved into the business when they heard videos made good easy money. . . Most of them are out now. We've been around so long that we are well known and liked, as a result our customers stick with us and we value them so upstart competition hasn't caused us many problems. We get on pretty well with what other operators there are down here.

Question:

Is the big Military Camp at Gagetown a big source of players for **A. A. Ramey Ltd.**? Do they have lots of young people there in the summer as cadets? An operator in B.C. near a camp where they have many cadets over the summer does very well.

Answer:

There are lots of machines in messes and lounges on the camp and its personnel play the games there. There are cadets here in the summer but they are not allowed outside the base. . . They play on the machines inside it.

"Stop Vandalism By Cashing In Twice Weekly"

We had a Rash of break-ins — so we cash in twice weekly, thus leaving less money to steal and this has discouraged vandalism to the machines greatly."

Continued on page 41

Pinball Games

Continue To Come On . . .

Manufacturers' New Games Indicate Confidence In Comeback

What's with Pinball games at mid year, 1985? How good are they with players and operators? Have they taken over from Videos, supplanted them to any real degree? How does the future look with respect to them?

We do know that pinball games have become more important to Canadian Operators for some considerable time . . . over a year now. We also know that they are doing very well with many operators and seem to have taken something of an upturn in the industry. But then, in the case of a surprisingly large number of operators . . . pinballs never really died! In fact, they have always been a staple with a surprisingly large number of Canadian operators — almost all of whom, be it noted have been long established in the industry. We have been aware of this and have said so many times but only now are the Americans coming round to realize the sustained importance of this grand old game!



Indeed, as with so many matters, many of their industry people are now claiming that any pickup in the coin-operated games business there is being led by an upsurge in pinball game activity, and that it is the key mainstay of the industry. Here, although the present state of pinball activity is good it must be frankly admitted that video games are still number one by a good two to one. To verify this statement, one only has to count the numbers of videos and the numbers of pingames present in Arcades and street locations. The fact of the matter is that good as pins are to-day the video is still "King of the location".

This should be no surprise to anyone honest enough to admit that the Music, Games and Amusements business is first and foremost a kid business.

The fact of the matter is that kids love to play videos; they always did, and still do, and that's the truth of it. But,

it does not mean that they entirely eschew the playing of pingames . . . far from it.!

One of the surprises to come from talking to large numbers of operators countrywide was to learn that a great many of them have always been pinball operators. This was something which was invariably the case with older, long established operators who have been in the business for ten or more years. This is not surprising because when they started out, Music and Pinball games were the coin-operated devices on which operators primarily depended for their living.

With the younger people who got into the business half a decade ago it's a very different tale because they were almost exclusively video boom people even though many remain in quite substantial numbers. With longer established operators what has become quite clear is that, contrary to the general opinion pinball never really died at all but it was overrun and heavily superceded by videos in their millions in the U.S. or in this country, at least multiple hundreds of thousands.

Because pinball require more attention than do videos, most operators, even those who were strongly into pins tended to neglect them and this seems to be something which was truer of city locations than it was of smaller community and rural ones. This is probably due to rural operators being closer to the location and play scene than were the big city boys.

It is quite true that the older ops also jumped into the video boom with both feet and to greater or lesser degrees neglected other forms of coin-operated amusement, but the interesting thing is that they didn't divest themselves of their pins but put many of them into storage.

Large Inventories Of Pins Carried Operators Over Difficulties

Being able to employ pinball games they already own has been a boon to many operators after the lessening of heavy video play. The Pinballs had long been paid off and so their return to use, enabled their owners to run up exceptional profits at a time when returns from videos had fallen off steeply. When kids tired of the videos they weren't tired of coin-operated games nor, being entertained by them . . . quite the contrary. What they withdrew their interest from was too much of the same thing, the flood of dull, similar, video games which were continually presented to them.

The enthusiasm the kids gave the pinballs was a most welcome addition to an otherwise pretty depressed operating industry. This is where the long established operators came into their own with this grand old game. They knew it well, in both its electro-mechanical and electronic forms, its strengths and its weaknesses, and most of all, knew how to repair and service it for best results. Many of the newer operators were ignorant of the game and so, when videos fell off, they had neither the sources of cheap equipment nor the means nor, skills, to put it into operation and keep it going to attract players. Pinballs do not behave like videos from an operating point of view . . . They are much more demanding and they require a great deal more attention and servicing if they are to satisfy players and locations and make money for operators.

Exciting New Games

With every form of amusement there comes a time when people tire of it to a lesser or greater degree. In the case

of coin-operated games this evinces itself by falling off of play and less revenue . . . and when this drops to a certain level the game no longer makes money and something should be done about it. The only real remedy is usually to replace it with another different game. Using old, refurbished games with an old clientel can only go on for so long, much longer with new players who have only "discovered" pinballs.

The trouble with these "kid" players is that they've been brought up on videos and have grown to expect something continually new and different to be set up for them . . . Therefore, in both instances there arises the need for new games, be they videos or pinballs.

What this says to the operator is "you can't go on giving us the same old thing forever. We want some brand new pinball games to play." To keep his old customers and attract new ones from the kid market the operator has to do just that. He can't get away with using what's been on location and in long term storage much longer.

New Pinballs Creating Keen Excitement

Luckily, a number of good new pin games have come on the market within the last year or so and a number of manufacturers have again begun to take the game seriously. As a result, excellent new games are emerging in increasing numbers and are proving themselves in a variety of locations. Foremost amongst these manufacturers are **Premier Technology** which bought out the pinball assets of the now defunct Mylstar (Coca Cola) Corporation, itself the successor to the pioneer manufacturer, **D. Gottlieb and Sons**. Its newest game is "**Chicago Cubs**".

Williams Electronics, another long time pinball maker, scored very well with "**Space Shuttle**" and now **Sorcerer**". **Game Plan** has recently brought out "**Captain Hook**" which is doing very well. **Bally Midway**, another leader in Pinball has as its most recent game "**Cybernaut**", which has been earning top dollars also.

Pinballs In Past Were Neglected By Many Makers and Operators

Perhaps the major reason for the decline of Pinball vis



a vis video games was the fact that video games coincided in time with the cheap, hand held, computers and the enormous outburst of electronics in many forms with attendant large scale publicity. Not the least of the latter was the flood of science fiction films and T.V. programmes using Star Wars and space themes which caught the fancy of kids and young people, together with comics, books, and toys, on the same subjects.

Pin games had been around for a long time and indeed had a minor boom and a great deal of publicity in the 1970s', built around rock and roll and such figures as Elvis Presley and Elton John as well as notable sports figures of the period. Then, in 1976, in Canada at least, a change in laws created a vast and rapid increase in the numbers of locations and pinball games which attained legality overnight after having "lived" in the shadow of police pickups and court cases for years.

Suddenly pins were in, and had it all their own big way for some five years before videos came on strong!

This period did see pins change from electro-mechanical actuation to full electronics which, was arbitrarily forced upon operators by manufacturers without a "by your leave" and it caused problems for operators, and cut severely into their profits because of higher costs and initially greater repair, spare parts, and servicing problems. At the same time, from the players' point of view, there weren't too many radical changes in the game. As a result, players were soon to become bored with the games much as they did with videos after some three years. However, videos were around to pick up as pins tapered off in play so operators' heydays were extended from about mid 1976 until Autumn 1983 in this country.

There were other reasons for the decline of pinball games by comparison with videos. By the time all electronic video games came into bloom, virtually all operators were familiar with electronic games and had young technicians trained in electronic technology thanks to computers, electronic pins and new courses at technical colleges and universities. Thus, technically speaking, they were quite ready to cope with video games. At the same time pins always retained a large element of mechanical actuation about them. This meant that alike to a car, moving components wore out, deteriorated or, went out of adjustment to cause service problems. Apart from wear and tear, dirt and grime also caused problems and these were amplified if locations permitted grubby conditions and rough handling.

Operators soon found that videos presented them with far fewer servicing and maintenance problems than did pin games. Thus, because videos were getting so much free advertising and public attention to attract players, and because they were easier and cheaper to maintain in service, operators definitely on the whole neglected pinball games. They took the easier way out just as did many with Juke Boxes which required more money and effort to properly programme and maintain.

Many an operator approached over the period 1976-1984 said quite bluntly "why bother with pins when videos are doing so well, the former require too much work to keep going compared to the latter." This was particularly true of younger operators and latecomers to the industry, and with respect to new Arcades and other locations. Many of these had no previous experience with pins and simply didn't want to be bothered with them. Older, steadier

operators although embracing videos heartily, still tended to hang onto their pins partly because they had locations and customers who wanted them, for this reason mainly, they put up with the extra servicing required and in the long run it stood them in good stead.

Another valid reason for them keeping on with pins was simply because the rapidity with which videos came onto the popular scene meant that they already possessed large numbers of the older games.

A Steady Revival In Pinball Activity — More Makers and Games

During the last year and a half to two years, there has been a slow but steady revival in pinball manufacturing even to the extent that new makers have appeared. **Wico** and **N.S.M.** are well known examples. And although one of the best known names, that of Gottlieb, has disappeared, many of its assets, personnel and technologies have reappeared in a new firm, **Premier Technology Ltd.** These moves would certainly not have been made unless very well experienced and knowledgeable industry people believed in the future market for their games. And of course, firms whose livelihood depended upon pin games a decade ago then downgraded them in favour of videos, are now bringing out new and revamped models. During the mid seventies and indeed up until 1982, video firms brought out between twenty and thirty new games a year. After that they fell off rapidly dropping to some ten in 1984 and all with very low volume production runs. Since last autumn, over a dozen new pinball games have surfaced in the U.S. And, although production is still not at really high levels it has been picking up. So far we have seen — From —

- **Premier Technology** (ex Gottlieb via Mylstar) — "El Dorado", "Ice Fever", "Chicago Cubs"
- **Wico** — "Af-tor" (1st game this maker)
- **Game Plan** — "Atilla the Hun", "Sharpshooter II", "Agents 777", "Captain Hook", "Lady Sharpshooter" (sit down game)
- **Bally Midway** — "Spy Hunter", "Fireball", "Cybernaut"
- **Williams** — "Strike Zone", "Starlight", "Space Shuttle", "Sorcerer".
- **Zaccaria of Italy** — sold in U.S. — "Clowns", "Magic Castle".
- **N.S.M. of Germany** — convertible pin game
- **Kitcorp** — Convertible pin game
- **Gary Games** — new company of Gary Steen — said to have "Laser Lord" due for release.

The basics of successfully operating pinball games are:

- Provide the location and the players with what they want and they will spend money to use.
- Select locations for their attractiveness and business, in other words, pleasant where a lot of people of the right sort congregate or, visit, or pass through.
- Choose a right sort of people place, and that can only be done with knowledge of locations in a given area, those who patronize them, adults — former pinball players, keen youngsters.
- Put into a locations the machines they like, a good mix of the newest and latest together with proven winners

Cinematronics Unveils New Cinemat System™ Cabinet For Greater Flexibility & Ease Of Service

Citing a request by distributors and operators for a video game cabinet which offers greater flexibility for conversions and ease of service, the **New CINEMATRONICS Corporation** has announced the introduction of a totally fresh cabinet for its advanced **CINEMAT System™**.

"This new cabinet marks a real breakthrough for distributors and operators alike," stated **Rob Boldt**, CINEMATRONICS Director of Marketing. "It's many new features have been designed to directly address those problem areas experienced in the field."

Ease of service was the greatest need, Boldt indicated. With service calls usually requiring that a machine be opened up to check circuit boards, power supplies, etc., operators found that a tremendous amount of time and effort was being expended pulling games out of banks to get at the back access panels. Once the game was open, the technician was then forced to work while hunched up inside the dark, cramped confines of the cabinet. Not the most efficient way to work.

"When we first introduced the **CINEMAT System**, great strides were made in the area of service with our complete on-screen diagnostics and bookkeeping functions," Boldt said. "Simply by activating the service switch inside the cashbox door and then using the control panel "1 Player" and "2 Player" buttons, the operator can run a complete diagnostic check and gather important bookkeeping information quickly and easily."

Now, we've taken this advancement one step further and made the system nearly 100% serviceable from the front of the machine, greatly reducing the service technician's time in the field."

This important advancement has been made possible by enlarging the size of the front access doors and moving both coin mechanisms to the left side. The right side of the

machine now houses the **CINEMAT permanent circuit board**, game prompts, power supply and wiring harness — all mounted on a heavy-duty slide rack. To service the machine or change prompts when converting games, the technician simply opens the front access door and slides out the entire module. Combined with **CINEMAT's** extensive on-board diagnostics, servicing is quick and easy, with less downtime to cut into profits.

To enhance **CINEMAT's** overall flexibility, an improved monitor mounting system has also been devised. With the new mounting system, the monitor and bezel both swivel from a horizontal to a vertical format, resulting in a change-over that should take less than 15 minutes. This is the only operation that cannot be accomplished from the front of the machine.

The sleek new cabinet is finished with a damage-resistant, high pressure laminate in a designer gray color which minimizes dirt show-through, again, lessening the time spent on maintenance and service.

The sensibly-priced **CINEMAT** system in its new cabinet and game software modules are stocked by distributors, freeing up cash flow that would otherwise be locked up in dedicated game inventory. A **CINEMAT Game Module**, containing the marquee Lexan, prompts and control panel Lexan, is installed into the generic game frame according to customer order and the completed unit is then ready for delivery.

Once the **CINEMAT System** is in place, change-overs in the field are easily accomplished by replacing the marquee Lexan, prompts and control panel or control panel Lexan (when needed).

Further information on the advanced **CINEMAT System** may be obtained from CINEMATRONICS or from authorized CINEMATRONICS distributors.

Pinball Games

from the past.

- Make certain that only games in first class condition as to appearance and playing state are used.
- Keep games clean, dirt and grime is one of the major caused of breakdowns and bad play characteristics. as well as putting off players.
- Ensure that pingames are properly installed, levelled and set up to manufacturers' specifications.
- Give value for money by not cutting play short.
- Rotate games frequently to keep play up, give quick attention to unserviceable equipment to get down games earning again.
- Pay attention to locations' and players' complaints.

• Use competitions, high scores postings, advertising and prizes or gimmicks, as applicable and where presented, to reward high scores or, competition winners.

• Make certain machines don't take customers' money without giving in return full and proper games, if they don't offer replays.

• Get location employees and owners/managers to take an interest in the pinballs, in the premises, providing quarters in change. Have them report "down" games promptly.

Although such makers as **Bally** and others say that pinball is rising in popularity their executives admit to a degree of disappointment because the upsurge isn't faster or stronger. As stocks of old games in hand are used up the acceleration may not be far away. Of the Pinball games basic appeal and popularity, there can be no doubt!

At Open House

Bally Sente Present 13 Games In "Sente Library Of Games"

"On a scale of 1 to 10, where 10 is high, Bally Sente's July 24 Open House could be ranked a '10'," said **Bernard Powers, Director of Marketing and Sales** for the Sunnyvale, California subsidiary of Bally Manufacturing Corporation, Chicago.

Powers and the entire administration and R&D teams, hosted a large group of distributors for the whole day — offering them the chance to review 13 games currently in the "**Sente Library of Games**" as well as to preview what's in the works in software design.

The Company also markets its **SAC I** upright and cocktail table cabinets for the software. (SAC means "Sente Arcade Computer" — the state-of-the-art hardware configuration which allows game cartridges *not* heavy, bulky game cabinets to be changed.)

"There was a lot of enthusiasm for the new games under development," continued Powers. "We're continuing to target our game design at themes which are recognizable and which have easy-to-understand game play."



Ron Carrara, Operations Manager for Bally Advance, South San Francisco (right) enjoys Nolan Bushnell's latest anecdote.

Bernard Powers demonstrates "Team Hat Trick". Behind him is Lee Actor (with glasses), Software Engineer for the new version of the popular hockey game. Also helping out is Ed Rotberg, Vice President of Software Engineering for Bally Sente Inc.



New Gimme A Break Pool Table Game

In line with this philosophy, Bally Sente showcased its newest release: "**Gimme A Break**", a pool game blending authentic graphics and background sound with game play that is familiar to the majority of the game playing population.

4 Player "Team Hat Trick" Hockey Game With Realistic Hockey Game Sounds

Also highlighted was "**Team Hat Trick**", a four-player version of the Company's highly successful hockey game "Hat Trick" which continues to record high earnings. This variation on the theme is housed in a new cabinet which is slightly higher than cocktail table height. An overhead canopy holds the speakers from which emanate sound effects emulating cheering (and jeering!) crowds, the slam of the puck into the goal, and the hum of a realistic sweeper as it cleans the ice between games. Availability of this particular SAC I cabinet will not be until October 1985.

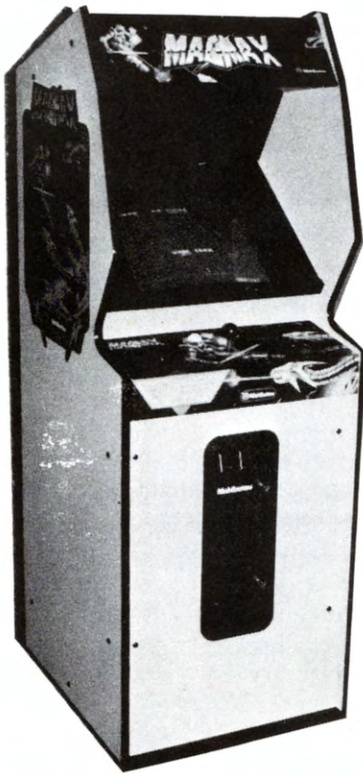
The Company used its current rallying phrase: "Bally Sente, the All-American Game Company" to set the mood for the day. Bally Sente contends it is the only totally U.S. owned video game software design company in the industry today. Red-white-and blue bunting decorated the buffet table area where traditional "All-American" fare was offered. Fried chicken, corn-on-the-cob, biscuits and honey, and — of course — apple pie a la mode were enjoyed throughout the afternoon. The keystone of the decorating theme was the original American flag with 13 stars for the original United States. "We like to think of this as our symbol right now," added Powers. "To us it means that Bally Sente has achieved the milestone of designing 13 original games."

At the end of the day, **Bally Sente Chairman Nolan Bushnell** hosted distributors and staff members at a dinner in his chic restaurant located in the heart of the Silicon Valley. A special menu was prepared and served in the Library Room of the Lion and Compass. The intimate atmosphere provided the perfect background for an enjoyable exchange by the diverse group. Distributors, engineers, marketing and sales and administrative staffs had a relaxing interchange of ideas about the game industry.

Reviewing game play of "Gimme A Break" are (from the left) Bill Kraft, Vice President of Marketing for Shaffer Distributing, Columbus, Ohio; Bob Lundquist, President of Bally Sente Inc., Steve Shaffer, President of the distributorship and Bernard Powers.



Nichibutsu's New 'Magmax' Conversion Kit



Transforming, transporting and shooting robots have been the latest craze in toys and cartoon shows and the coin machine industry is not without its own version to capture some of that interest via **Nichibutsu's** new 'Magmax' conversion kit.

In the game (for horizontal raster videos), the player controls "**Maxcraft**," the chosen defender of the remaining people whose mission is to free civilization from the grip of an evil empire.

This lone, brave soldier must search for robot head and leg units in order to complete the powerful Magmax and defend mankind. Equipped with the "red plasma weapon" **Magmax** is unstoppable as he travels along an everchanging terrain both above and below ground, destroying enemies along the way. Unfortunately, the evil Dragonia fleet is out in force to stop Magmax.

In addition to the play features and story line, **Nichibutsu** say another strong feature of the new kit is that it uses the "68000" 16-bit microprocessor, making it a "powerful entry into the kit market" (as well as an "industry first"). For referral to the Nichibutsu distributorship nearest you, contact the company at 15737 Garfield Ave., Unit B, Paramount, CA 90723; 213/408-0515.

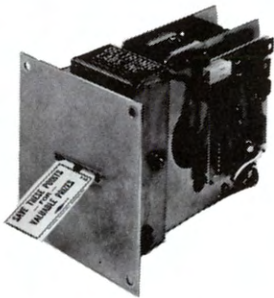
'Trivial Pursuit' By Bally Sente Adds Music & Fanfares



If you've played Horn Abbot's 'Trivial Pursuit' board game, you already know how to play the video game. Bally Sente has incorporated music and fanfares to encourage players as they traverse a rectangular board as one of four animated cartoon characters, trying to answer trivia questions in as many categories (Arts & Leisure, History & Geography, Sports & Entertainment and Science & Nature).

Players choose their character identity from "Baron Von Rightofen," a WWI trivia ace; "Cleofactora," a knowledgeable Nile siren; "Smartacus," a well-tutored Spartan; and "Billie Genius," an enlightened "Michael Jackson" lookalike who "moonwalks" across the game board. All questions are taken from the popular 'Trivial Pursuit' board game.

For referral contact the manufacturer at 1289 Anvilwood Rd., Sunnyvale, CA 94089; 408/744-1414, or local distributor.



U.S. Pat. 4272001

THE TICKET DISPENSER —WITH EXPERIENCE

DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on **DELTRONIC LABS** for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

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Eighth & Maple Avenue • Lansdale, PA 19446
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CHICAGO, ILLINOIS

OCTOBER 31-NOVEMBER 2, INTERNATIONAL EXPOSITION

Canadian Coin Box Magazine

Glory WR-100 Coin Counter/Wrapper Uses Microcomputer To Boost Speed

The new Model WR-100 coin counting and wrapping machine from **Glory Inc.** incorporates advanced microcomputer control technology to combine high-speed, high-reliability operation with maximum ease of use, the company reports.

Designed to count up to 2400 coins per minute, and to wrap them at a rate of 30 rolls per minute, the machine is claimed to be the fastest coin processor in its class. It is supplied with a standard 5,000-coin hopper, and an optional 20,000-coin hopper is available.

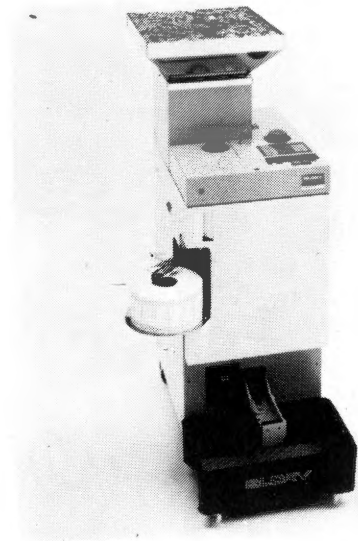
The machine's microprocessor circuitry permits it to handle up to eight different denominations of coin and token, up to the size of the Eisenhower dollar. Full automation detects damaged, mis-sorted and foreign coins, and rejects them without the need for operator intervention, according to Glory's Western regional manager, Cliff Sales.

"Two settings provide quick and easy denomination changes, eliminating troublesome and time-consuming coin tubes," Sales adds. And the microprocessor circuitry incorporates self-diagnostic routines that display 15 separate alarm codes to pinpoint the location and nature of errors, so prompt remedial action can be taken.

The machine automatically offsorts larger as well as smaller coins while running, and it features a bag-stop function that permits the operator to choose the number of coinrolls to be produced.

Solid-state electronics have eliminated the need for many moving parts, improving reliability and decreasing size (the WR-100 measures just 16 × 28 × 42 ins.)

Information on the WR-100 and other Glory money-room equipment may be had from the manufacturer at 5680 Bandini Blvd., Bell, Calif. 90201,



GLORY WR-100

or by calling Glory at (213) 265-8054. The firm's Eastern office is located at 40 Edison Place, Fairfield, N.J. 07006, tel. (201) 227-4433.

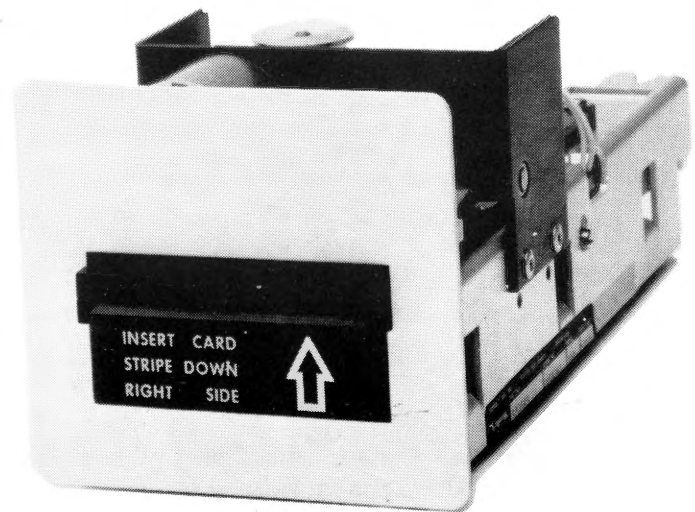
Model 300 Vertel Cashless Vendor (VCV) Provides Efficient Alternative To Coin Slides/Coin Boxes

Vertel's Model 300 VCV is an OEM device that represents an efficient and cost-effective alternative to standard, vandal-plagued coin mechanisms for activating such coin operated devices as video games, laundry appliances, coffee machines and all types of product vending machines.

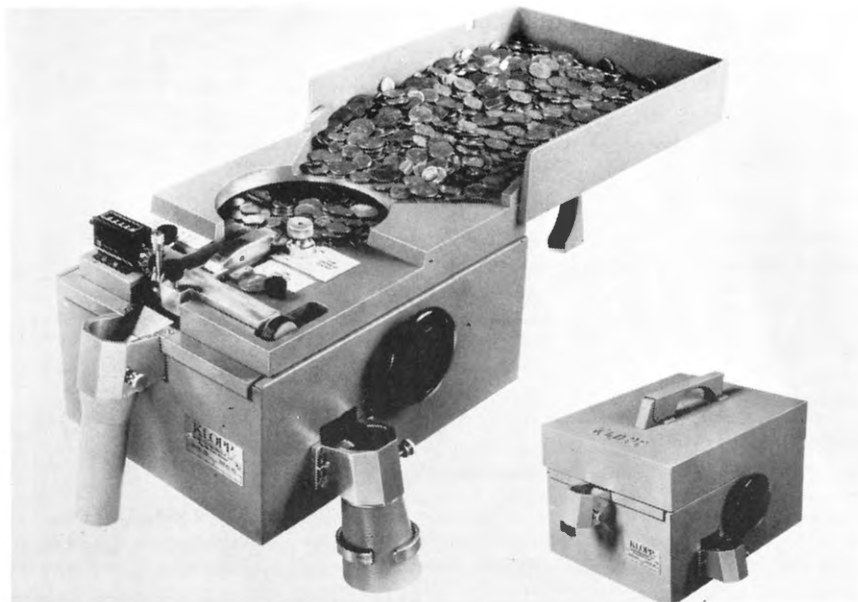
The Model 300 utilizes specially encoded disposable and ultra-thin (only .021 inch thick) credit cards to activate the device in question. A magnetic stripe on each card is pre-recorded to allow up to 25 uses. Each time it is used, the card's magnetic stripe is altered and it is visually marked, reducing the number of uses remaining. The stripe stores a 16-bit data field which can be field programmed into the Model 300 card reader to ensure that only authorized cards are accepted.

The Model 300 Declining Value Card Reader's microprocessor controls the accurate processing of valid cards and rejection of those cards found to be invalid, while also providing jam detection and clearing features. Pre-recorded service access cards permit quick and easy field diagnostics. Extensive built-in diagnostics are also provided for complete bench testing.

For further information on the Model 300 VCV Reader write or call: Vertel Div., Vertex Industries Inc., 23 Carol St., PO Box 1123, Clifton, N.J. 07014-1123; 201-472-1331.



The New "Everything Money Machine" Introduced By Klopp — Cuts Time 70%



The Klopp Model ET sorts while it counts and wraps and will cut coin processing time by 70 percent.

Operators pour unsorted coins into the large mixed coin reservoir, set the controls and turn it on. The Everything Machine will count and wrap the coin with the largest diameter while at the same time sort away all other coins into a large sortbag at the side. When

the machine is finished wrapping the largest coin, the operator pours the coins from the sort-bag into the reservoir, sets the controls for the largest diameter coin remaining in the mix and repeats the counting and wrapping process. In just a few minutes all denominations in the mix will have been sorted, counted, and wrapped. The Everything Machine can sort, count, and wrap \$1,000 in 20 minutes

or less and the mixed coin reservoir will hold over \$1,200.

Made of rugged cast aluminum and hardened steel structure (no plastic), the Everything Machine carries a one-year factory warranty and is totally manufactured in the United States by Klopp International.

For more information, contact Klopp International, P.O. Box 708, Pinellas Park, FL 34290-0708

Sega Intros New "Pit Fall II"



Sega Enterprises, Inc. (U.S.A.) is proud to announce the release of one of their first exciting, new games — PIT FALL II LOST CAVERNS.

Pit Fall II is an adventurous obstacle game using a cartoon character. The game has eighty-four different screens, each with high resolution graphics.

The player is PIT FALL HARRY. He is trying to locate three treasures hidden in the underground caverns.

Sega Enterprises', Inc. (U.S.A.) very aggressive pricing of Pit Fall II, and the game's strong earning power, will make the game a long term success in both street and arcade locations.

The game is available now in dedicated Upright version. This game is only one of an exciting new product line coming from Sega Enterprises, Inc. (U.S.A.) in 1985.



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Everyone Wins! . . . Shooting Game

Plus Big Top Gumball Vendor



The J. F. Frantz Manufacturing Division of Johnston Products Company presents the production version of its **Big Top Gumball Vendor**.

Combining the mass appeal of bulk vending with the repeat play of the amusement industry has produced tremendous return from a low priced game.

This non-electric game requires only 4 square foot of floor space which makes it ideal for all vending and bulk type locations.

After inserting coin, the customer hears the gumball, candy or other bulk product rolling down the chute. With a big smile, he knows that along with his "prize" he can also shoot 10 shots at the changing targets for a score.

The bulk section of this equipment holds approximately 1000 units and vends with every play. As a vendor, only vending license fees should apply.

Playing time for 10 shots is just 10 seconds, and with the bulk vend section, repeat play of this new concept has more than tripled the gross return of the typical Frantz gun game line.

The new "**Big Top Gumball Vendor**" is proving itself a winner in many types of locations. Look at this list of

- Gross Averages:
- Supermarket/Discount Chain
\$160 - 240 gr wk
 - Convenience Store
\$ 90 - 150 gr wk
 - Roller Rink
\$150 - 200 gr wk
 - Tourist Arcade
\$200 - 375 gr wk

Now, try to think of a promotion you might create using a few specially colored balls along with your regular product.

Contact: J. F. Frantz Mfg.
P.O. Box 898
627 Fifteenth Avenue
East Moline, Illinois, 61244
Telephone: (309) 755-5021

BIG TOP Gumball Vendor



A perfect addition to your traditional vendors

Requires only 36" x 18" of floor space

Place anywhere — non-electric

Gross revenues up to \$250 a week

Rugged and attractive
Moving targets

Inexpensive

Low maintenance

All mechanical

Low noise level

Security bar available*

* Shown with optional locking security bar.

When you insert a quarter, this winner vends a popular variety of bulk products, after which 10 shots may be fired at moving targets for a score.

J. F. FRANTZ MANUFACTURING

P.O. BOX 898
627 FIFTEENTH AVE.
EAST MOLINE, ILLINOIS 61244
PHONE - 309-755-5021

Pay Telephones Are Starting To Take Credit Cards In Toronto, Montreal

You finally found an unoccupied phone booth only to discover you have no change.

No problem. Just push your credit card into the telephone.

Bell Canada began yesterday installing the card-compatible pay telephones at airports, train stations and hotels in Montreal and Toronto.

After checking to see if you're using a stolen, lost or void credit card and inquiring about your credit worthiness, a mechanical voice tells you to go ahead and make your call.

You can choose to receive your instructions in English or French by pushing a button.

The charge, equivalent to an operator-assisted call, is placed on your credit card whether it be Visa, American Express, Mastercard or Bell Calling Card.

Bell will place 50 of the new telephones in Toronto and 50 in Montreal for a one-year trial period, says Doug Delaney, vice-president of marketing at Bell.

He says about 1,000 such telephones are now in service in the U.S.

The credit-card telephones accept no coins and won't allow collect calls, and you can't reach an operator.

You can make local calls with your credit card, but it will cost you 80 cents instead of the regular 25 cents.

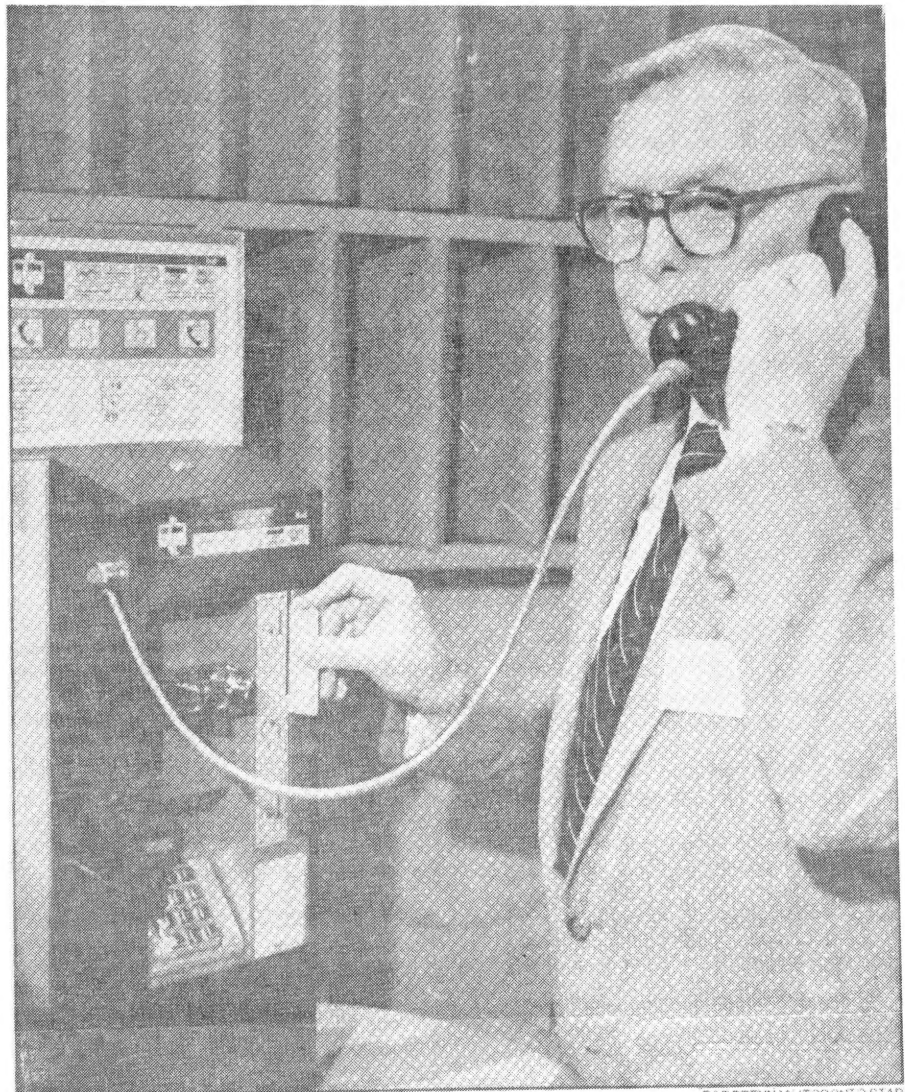
Delaney said the new system is primarily aimed at business travellers.

The one-year test is to measure customer acceptance and to evaluate the automatic switching, checking and billing technology imported from the U.S.

The telephone booths will be indoors because they don't function below 0 degrees Celsius.

Among the 14 Metro locations to receive the new phones are the Exhibition Place, International Centre, Hospital for Sick Children, train, bus and plane stations and seven hotels.

Delaney says Bell Canada has 58,000 pay phones in Ontario and Quebec and the 100 new credit-card



PAT BRENNAN/TORONTO STAR

Futuristic phones: The cashless society takes a big step toward reality as Tom Delaney demonstrates Ma Bell's new, experimental pay phones, which take credit cards — and say thanks while they're doing it!

telephones will be installed next to coin-operated booths for those who

give up and want to revert back to more familiar ways.

AMOA Exp 85



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OCTOBER 31-NOVEMBER 2, INTERNATIONAL EXPOSITION

Rock'em — Sock'em Action

Makes Cinematronics'

"New Mayhem 2002™"

A Big Hit

With all the bone-crunching action of football and the wild, hard-knocking excitement of roller derby, **CINEMATRONICS'** new interactive sports game is pure mayhem in the year 2002!

Set in a high-tech, futuristic roller arena, **MAYHEM 2002** pits two players against each other — or one player against the merciless Mayhem Computer — in a game of competitive thrills and spills. At the sound of a horn, a glistening steel ball is shot into the Mayhem Arena and both players scramble to be the first to scoop it up and race to a flashing goal box where they must stuff it in to score.

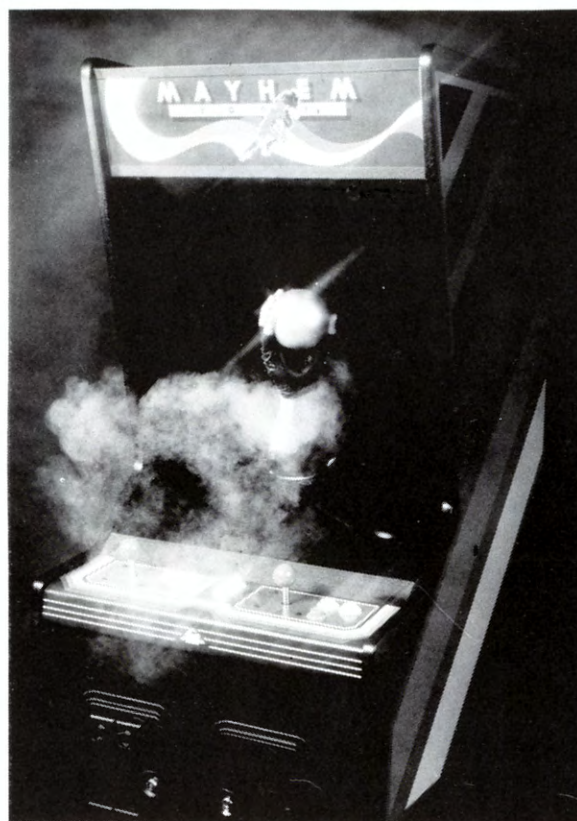
With blistering roller action like it's never been seen before, **MAYHEM 2002** features all the fast-paced jostling, whacking, smacking, collisions and body checking that keeps enthusiastic players coming back for more.

"Because **MAYHEM 2002** is unique for several reasons, we look for it to be a strong, consistent earner," explained **Rob Boldt**, CINEMATRONICS' Director of Marketing. "To begin with, there's never been a concept like it before. **MAYHEM 2002** offers a truly different type of game play which requires an exciting new way of thinking strategically. Secondly, the game is easy to learn, yet difficult to master. And third, since the game is American-designed for the American market, we feel it offers the very kind of fresh, fast-paced action and excitement the playing public is calling for."

Developed entirely in-house and exclusively for the company's advanced CINEMAT System™, **MAYHEM 2002's** sophisticated design allows players to skate in any direction, block their opponent from scoring by body checking or colliding and causing him to drop the ball, and to score by various methods, including direct attempts at the goal and bank shots off the walls from anywhere in the arena. Cheering crowds, bruisingly real sound effects, a talking announcer and a large clock to count down the seconds add to the action-packed excitement as players try to hold off their opponent and score as many goals as possible within the allotted time.

"**MAYHEM 2002** is truly an interactive sports game," Boldt went on to say. "With each contestant playing both offense and defense and with an open arena to play on, everyone develops his own game strategy so no two games are alike. This type of action — which keeps players coming back again and again — combined with our CINEMAT Systems' tremendous graphic effects, higher resolution, easy conversions, complete on-screen diagnostics and sensible price — make **MAYHEM 2002** and CINEMATRONICS the right choice for all operators looking for real value and a high return for their investment dollar."

Further information on **MAYHEM 2002** and the **CINEMAT System** may be obtained for CINEMATRONICS or from authorized CINEMATRONICS distributors.



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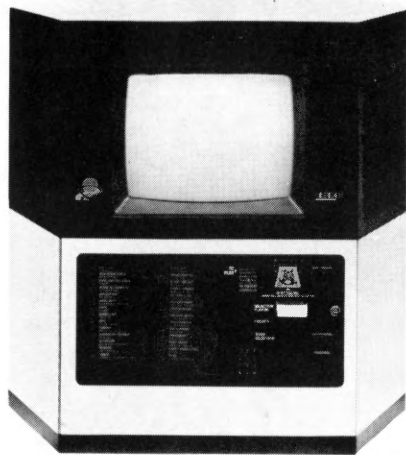
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New Auxilliary Video Juke Unit Wires To Existing Jukebox

To compete with the **Rowe VMC** system, **Nelson/Aved Technologies** (San Ramon, Calif.) is now introducing the '**Audix 2000**' which is designed to connect with any existing audio jukebox in the field and offer patrons both music videos and traditional phonograph records.

The unit can be either wall-mounted or table-set and apparently utilizes the existing jukebox's sound drive mechanism and therefore comes at a far cheaper price than the company's full '**Audix 3000**'.

This auxiliary box, which incorporated two Pioneer 4000 laserdisc players rather than the three used in the full machine, reportedly sells for around \$3,000 (but operators can lease the unit directly from the manufacturer).

The company presently has eight different software discs in its library and was working up two more as we went to press.

Programming features the "**MTV**" type of videos (e.g. Prince, Madonna, Bowie, etc. etc. etc.) and includes some country- and R & B-styled programs in addition to pop. New discs are made available to operators on a monthly basis and at a fixed monthly fee if you buy the machine (that price is worked into the deal if you lease one of their units).

For an industry hurt by laserdisc players, this company's **President John Nelson** hastens to advise the trade that Nel-

son/Aved only employs the Pioneer 4000. . . "it's a very reliable unit, and as far as the discs themselves go, ours don't warp," he added. While the big Model 3000 offers three disc players (and hence three separate discs each running around one hour of play time), the smaller Model 2000 offers but two.

Operators purchase or lease the machine on a direct basis. Nelson says the cost vs. collections, especially if you get front money and a better commission split, offers very good R.O.I. "It's our knowledge that our machines in bars average \$933.00 a month, and that goes higher for arcades," he declared. (There's an estimated fifty Audix units presently on location.)

Nelson figures the new Model 2000 should generate between \$650.00 and \$800.00 a month in addition to what the existing audio box earns. "It adds up to a smooth, inexpensive entrance for operators into the music video trend."

Contact Nelson at Nelson/Aved Technologies, Bishop Ranch Park Ste. 206, One Annabel Lane, San Ramon, CA 94583, or phone him at 415/820-7377.

"Music videos are hot with the public and laserdiscs hold the future for it in the coin machine industry," said Mr. Nelson.

Provinces To Have Control Of Lotteries

The federal government has reached a \$100-million buyout agreement with the provinces to get Ottawa out of the sports gaming field and help finance the 1988 Winter Olympics in Calgary.

Sports Minister Otto Jelinek told the Commons and then a news conference Tuesday the provinces — through the Interprovincial Lottery Corp — will pay the \$100 million in annual instalments over the next three years.

The Interprovincial Lottery Corp. is funded five per cent by the Atlantic Provinces, 26.65 per cent by Quebec, 32.7 per cent by Ontario and 36 per cent from the West.

In exchange for the \$100 million the Conservative government, which took Ottawa out of the lottery business during the Joe Clark government in 1979, will amend the

Criminal Code to ensure the provinces alone have rights to lotteries. The provinces realize about \$200 million a year from lotteries.

Jelinek said the agreement reached early this week has nothing to do with the 1979 deal that truncated Lotto Canada, intended as the Olympic lottery to help finance the 1976 Games in Montreal.

After the Conservatives gave the provinces exclusive access to lotteries, the subsequent Liberal government returned to gaming with the Canadian Sport Pool Corp. to help finance the Calgary Games.

But the sports betting pool — which the Liberals insisted was not legally a lottery — lost an estimated \$46 million in less than a year.

Proper Adjustment And Understanding of Players "Wants" In Games Can Make Big Differences in Profit "Take" And Longevity

These difficult days Music, Games and Amusement Operators all want to get the absolute maximum play possible out of their equipment. . . That means keeping it in top notch operating condition at the same time doing everything possible to ensure people will play it often.

Operating conditions means keeping phonographs and games of all sorts attractive, scrupulously clean, mechanically and electronically. . . and if kiddie rides are involved, hydraulically.

Luring people to play, means advertising, contests, gimmicks and inducements of every sort as well as providing the latest and very best games. But this also means more than just that. . . It means ensuring that the players feel that they are getting good value for the money they put into music, games and amusement pieces. . . getting "their money's worth."

All these seems no more than good basic operating. We've all seen beat up, filthy, poorly functioning and broken down "out of action" pieces of equipment in various locations. Obviously they make money for neither the location owner nor operator. . . so why do they exist? A good question to which there may be valid reasons though more likely not. At least this is a very apparent malaise which can easily be corrected if there is an appreciation of what is lost by permitting such a state of affairs to exist, and the "will" to put things right.

Play value for money" is something less readily apparent and much harder to determine. When play falls off quickly on an expensive newly placed game, it's not so easy to arrive at the real reason which may be causing this to happen. Usually it's simply put down to the particular game lacking player appeal or longevity. However, these may not be the reason a game drops off and fails to do well. . . It may well be due to two or more of a number of reasons. Apart from the appearance and functioning state of games, players will almost certainly be turned off by a game that is too easy for them or, too hard. They will rapidly be turned off by a game which is of much too short a duration, one which takes their money and quickly shuts off.

Bad lighting or bad sound will put off players; so will sound at the wrong level of volume, too low, or, too loud. If a game has the wrong feel to it, players will eschew it. . . So they will if it is just a copy or, apparent variation of another game.

Pricing will discourage players rapidly as many Ops who pushed 50¢ play will testify. Some of these reasons for players being put off are endemic in particular games and there's little, if anything, an operator can do about that, except to **purchase the right equipment in the first place.**

And of course, there's the wrong piece of equipment at the wrong time and at the wrong place for the wrong

crowd. . . That, too, is a purchasing and placement problem which can only be corrected by operator knowledge and astuteness in buying and locating.

Just what can an Operator do to get more out of a machine assuming that it's a good game, is clean, good looking and good operating. . . yet doesn't seem to attract the play it should or has fallen off rapidly?

Actually, there's a great deal an operator can do to make most existing videos and pins more attractive to players. The first thing to start with is to find out what's wrong. . . why players ignore a machine which would seem to offer them a lot. There's no easy answer to this but there is an answer and to get it takes time and patience and it can only be obtained directly from players, by operators and their route people and location owners and employees.

To find out what ails a game is somewhat akin to operating Juke Boxes which don't get the play they should be getting.

The answer to too little play has to be obtained from the people whose money is wanted. . . the players.

The players must tell an Operator directly or through other people what, in their opinion is wrong or lacking in a video or pin and what they like or would like from it. To obtain this information, questions must be asked of players or time must be spent watching them at play listening to their remarks. Someone must get down finding out what clients of locations actually think of the games within them and why they feel as they do about them.

One supposes a list could be put up soliciting remarks and comments for each game in the manner of a request list for a Juke Box. To expect relevant answers from many patrons of videos and pins is, however, wishful thinking, but it's a thought and only Operators can evaluate the worth of the idea to their own particular locations and customers.

The other means of finding out what's wrong, with a game lies in its performance, what it produces in income and the pattern of its rise, hold and fall. Only players can provide that information, so unless the Operator can get what they think and feel about a game, he has to guess why they don't play or do play it.

If a game is off in play, the usual remedy is to replace it with another, rotating it around a number of locations. This will often work surprisingly well, but it doesn't necessarily get to the real faults of a game as players perceive them.

Apart from rotating games, what can Operators do to resurrect a game which fails to hold players' interest?

"It's all rather like operating juke boxes, game programming has to be tailored to customers in order to get the maximum use of them."

Actually, there's quite a lot that can be done. Videos and pinball games alike to motorcar engines can be adjusted and tuned to improve their performance and usability. There are adjustments on most games covering several aspects of their functioning and they can be made easier or more difficult to play. Duration of play can be shortened or lengthened. In the case of pinball games the number of balls can be increased or reduced. Sound levels can be raised or lowered.

Prices for play can be changed using either coins or tokens. Free plays can be given in different proportions to total play and scores.

In short, the way a game is set up and adjusted can well influence its playability and appeal to players

Curiously enough, not every operator is fully aware of this but they most certainly ought to be for their own benefits.

Top Maintenance of Pinball Games Imperative

Number one, they should be kept scrupulously clean in order to play properly. . . this doesn't just mean externally though, appearance too, is very important. Dirt, dust and grease or spilt drink residue must be removed from the play field, and moving parts must be free and lubricated where called for. The pingame must be properly levelled laterally, and fore and aft, if it is to play properly. Plungers and springs on older games, buttons on newer ones must be free and in good condition. Flippers must move freely. Rubbers must be in good condition at all times so that they are alive.

Actually, the games which are sent out of a factory . . . be they completed games, or conversions on location are not necessarily the same games as sent at all. This is because videos and pingames, to some extent, can be made by "playing about" with them to be substantially different from one another in the ways in which they play and the impressions they impart to players. Not all operators are fully aware of this. . . and in their unawareness may well be losing revenue by not taking full potential of what they can get out of their machines.

Most games come out "set-up" by the factory which produced them and it's probably a very good compromise to suit the average location. . . But, not all locations are average and so, whilst the factory setting may suit some very well, there's little doubt that there may well be others which such a setting does not suit at all.

Operators should never lose sight of the fact that what they are primarily selling is entertainment!

They may also be selling with their locations ambience, atmosphere, gregariousness, and tangible articles, but if games are there they are solely for amusement and enjoyment. . . In other words, "entertainment." That is what the player puts in his or her coins to obtain, and if they like it they'll go for more; if they don't like something about the game they'll largely ignore it and there won't be repeat

plays. Therefore, a player must be given a game he likes. . . And, if it doesn't offer the entertainment or value they think they should have for it, they won't give it much of their time nor, money. Oftentimes a simple change in the way a game plays can completely alter players' opinions of it for the better, and Fortunately, games can usually be quickly and simply altered.

Are Games Giving Your Customers Long Enough "Play"?

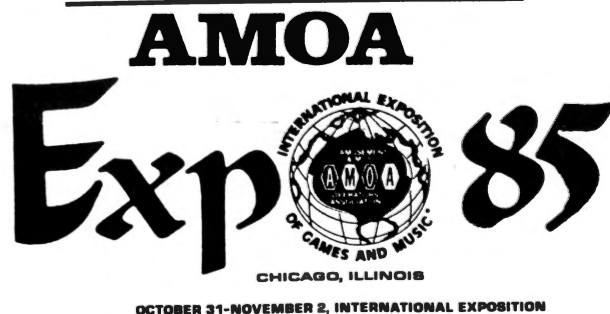
Videos unlike pinballs usually aren't set up to give free plays, rather are they set up for the time play is permitted or, for difficulty of play. If this is wrong and it often is, players will be quickly turned off the game. If you've watched players, particularly youthful ones, you may have noticed at times that a person will put a quarter into a video and has hardly done a thing before the play shuts down. All too often an inexperienced or new player will be seen to put in another coin without doing any better, only to bang the game and walk away in disgust, feeling cheated.

This will result from the game being set up "too tightly or, at too high a level of play". In the first instance, permitted play time is cut very short, perhaps little more than a minute. . . In the second case the player was cut off from further play very rapidly because he, or she, lacked the skill or experience to make the right moves.

Such "cheating" games should be adjusted to give a longer time of play in the first case up to three minutes has been found to be satisfactory. In the second, the game should be reset at a lower and simpler level of play so people are not quickly discouraged from playing. Now, there are exceptions to this latter. If the location has a preponderance of older experienced adult players a different situation exists.

How Can An Operator Determine That A Game Should Be Altered?

Quite obviously when it's not doing well. If it's not doing well upon installation an on-the-ball-operator will do well to find out what's wrong, whether it's a truly bad game or just one which is badly set up from the factory. In practice, increasing play time or difficulty of play as set can readily turn a dud into a good earner. Otherwise, if a well played game begins to drop off in play, it should be investigated. . . In this case the game's players may have mastered it and concluded it's too easy. Raising the difficulty of play and announcing the fact has proven to give show games a new lease on life.



SNK Becomes Romstar

SNK Electronics Corporation has been acquired by **SNK president Takahito Yasuki** and several investors.

SNK Electronics will change its name to **Romstar Incorporated** effective June 1, 1985. Romstar will continue to service all SNK games and accounts and provide any assistance required.

Romstar has introduced some new kits and is planning a dedicated game which should be available in the near future.

The new kits available for horizontal raster monitors include **Son Son**, an easy to play, two-player cartoon game with exciting play action, music and graphics, earns at least \$150 per week in test locations; **Great Swordsman**, a sports/fighting game including fencing, kendo, and Roman

gladiators; and **kickstart**, a driving game featuring motorcycle racing on a road course.

Romstar will also make available Williams adaptable plug-in kits for **Robotron**, **Joust**, **Stargate**, and **Defender**. These kits will contain special control panel adaptors for the wooden control panels and feature wiring harnesses which plug into the existing hardware.

Romstar believes it is important to be represented by a select group of exclusive distributors who can cover the entire market and at the same time, maintain a profitable price structure.

Romstar will support its distributors with good product, fair profit margins and the best service possible, a spokesman said.

AAMA Requests Meeting With Canadian Officials To Combat Counterfeit Video Games

American Amusement Machine Assoc. Executive Director Glenn Braswell has contacted the offices of Canadian **Prime Minister Brian Mulroney** and **A. Gottlieb**, his appointed U.S. Ambassador, appealing for joint cooperation between the U.S. and Canada to combat counterfeit video game trafficking.

In a June 6 letter to both officials, Braswell requested

a meeting with Canadian authorities to discuss methods to curb a deceptive shipping practice commonly employed by video game pirates. Braswell said that friendly U.S. — Canadian ties had encouraged Far Eastern copiers to funnel U.S. bound machines through Canada to avoid close scrutiny by law enforcement authorities.

AAMA, Customs To Produce Copyright Protection Training Film

AAMA has submitted a final outline to U.S. Customs Import Advisory Specialist Tom McKenna for production of a 25-minute training film for Customs agents charged with video game shipment inspection. The training film will be distributed nationally to assist federal agents in U.S. ports.

AAMA Executive Director **Glenn Braswell** said the film will depict identification procedures for printed circuit board inspection, and methods for checking shipment documents. Filming is expected to be completed at Georgia facility within the month.

AAMA Requests U.S. To Deny Preferred Trading Status To Korea

AAMA President Robert Lloyd testified before a June 25 special committee considering the revocation of U.S. trading privileges to countries which fail to prosecute counterfeiters of American copyrighted goods who operate within their borders.

Lloyd, in a statement before the U.S. Trade Representative's Trade Policy Subcommittee in Washington, said that industry and FBI information conclude that Korea "is becoming the major source of counterfeit video games being imported into the United States."

Because Korean manufacturers benefit from lower tariffs on exports to the United States, Lloyd said, "AAMA strenuously objects to having the U.S. government subsidize

the theft of U.S. intellectual property rights by the Korean nationals who manufacture and ship counterfeit video games" into this country.

As an exhibit to his testimony, Lloyd submitted a telex transmitted from a Korean counterfeit game supplier to an American purchaser which read, "Frankly speaking, our products are illegal in USA because ours are copy of original one."

The 1984 Omnibus Tariff and Trade Act required that the U.S. Trade Representative make recommendations to the Congress on possible reform measures of U.S. trading privileges in 1987.

Seeburg Working With Sony To Introduce Compact Disc Juke

Shortly after celebrating its first anniversary, the "new" **Seeburg Phonograph Corp.** got listed on the over the counter exchange under the trading symbol SBRG.

The interesting product news in Seeburg's press release came at the tail of the story where **President Ed Blankenbeckler** advised that they've been engaged in research and development into **compact disc technology, particularly with the Sony Corp., and "fully expect to be the first manufacturer in the jukebox industry to introduce a compact disc phonograph in 1986."**

Most consumers who own CD hardware and software universally find the sound quality vastly superior to that gained from traditional PVC (vinyl) records.

However, the CDs on the consumer market are all albums, hence the belief that when Seeburg releases such a phonograph, it will be programmed with such albums, with individual tunes from each selectable on the play panel.

There seems to be a trend toward the CD in the commercial music business.

Bingo Units For Cinema Seats

TABLE top units for mechanised cash bingo are the most popular items of bingo equipment sold today by Kory Automatic Services, of Drighlington, West Yorkshire, England.

Peter Fleming, head of the bingo equipment manufacturing company said that his company made about six different types of table top equipment.

These varied, he said, from the simple shutter card type to the sophisticated finger touch electronic cards on which the numbers called light up immediately the player touches the number concerned.

Mr. Fleming said: "I think it helps to be able to have, say, 300 table top positions, provided only 200 are switched on for any session. Also I find in my own clubs that people seem to prefer to stay at their tables rather than rush for a position at mechanised cash units".

Kory's are at present working on a mechanised cash bingo unit suitable for those bingo clubs that still have cinema seating. Mr. Fleming said: "Some of these smaller halls have not the space for mechanised cash units. So we are designing units, similar to the table top units, that will fit onto the back of cinema seats".

In England Video Games Classed as "Moving Pictures"

The British video games operating industry was recently dealt a severe blow by a decision of a high court judge in London, England. In a case commenced by the greater London Council he ruled that a video game is an "exhibition of moving pictures". That puts such games in the same categories as cinema films and cinema theatres and as such, premises wherein video games are sited are subject to the same regulations as to licensing as are, motion picture house, e.g. fire regulations, etc. That puts an Arcade or other

location in the same category and subject to the Act and Laws governing cinema film theatres. To operate such, a license is necessary and so it now is for places in which video games operate. Apparently, sex-orientated video games brought about the action started by the G.L.C. The judge ruled that when one sees a video game or visualizes its operation one sees a display of moving pictures. The British Industry's Association is reported to be about to appeal the decision.

Ireland Operators "Want Amusement With Pay Out" Games Monitored

Operators in Northern Ireland want to be regulated by laws similar to those controlling British operators outside the Province of Ulster. To bring this to pass they have even suggested that AWP games be fitted with electronic recording monitors. Micro-processors are available which will provide machines' printouts of such things as times of total operations, down times, door openings and closings, serviceability, totals taken and payouts, travel of coins and tokens in and out of a machine. This is claimed to prevent any "hanky panky" with machines so fitted. If such devices were adopted, Ulster ops believe "quick-buck new operators" would be discouraged from entering their industry. AWP games in U.K. Bingo Emporiums are set to pay back to players at least 70% of what is put into them. Some of the

American test video lotteries are said to pay out as much as 83%. This latter however, is a somewhat fallacious figure because it refers to what is initially put in and does not take into account repeat plays.

Th play price has recently been permitted to rise from 10 pence to 20 pence (17¢ to 35¢) in the U.K.s AWP's with a Maximum prize of 100 pounds or \$175.00 at present rate of exchange. Operators want to be able to use the entire 1 pound or \$1.75 coin without change return to pay for multiple plays. So far, British authorities have not allowed this. Putting in a pound coin results in 1 play and 90 pence change when 10 penny play is used or, 1 play and 80 pence change applicable to a 20 pence play price.

New Brunswick Firm

Continued from page 24

Question:

Your company uses a lot of cocktail format games does it not? What are the liquor laws in respect of games?

Answer:

We do use a large number of cocktail videos in bars and lounges and particularly in clubs where people take their leisure and like to sit down to play. In Taverns, restrictive laws do not apply, except for special, large premises, only a maximum of five cocktail tables are permitted.

Question:

Is there a big difference in village or rural locations by comparison with those in the larger cities and communities? Do people react differently to games?

Answer:

We have equipment in a lot of country stores and small restaurants in little communities. We find them just as good as or better, than many of the city or, bigger town locations. In these places there's nowhere for kids to go nor anything much in the way of entertainment to otherwise attract them. Our games provide meeting places and entertainment for them.

Question:

Did your firm's revenues slip at all in the last few years?

Answer:

Nothing to speak of, maybe 10% at the most but I'd say that was only a temporary thing which can happen in any business... This year I'd say it's as good as ever.

Question:

Operating where you do does seem to be somewhat different to what it is in many other parts of Canada. Have you any comments about that remark?

Answer:

I guess we are a bit different down here in New Brunswick... We don't get excited about new stuff and we don't go overboard on things easily or, quickly. After all we've had experiences with things such as the Bricklin car which "took us for a ride", (not in it be it noted.) We move our videos around our locations, and after a year we can bring them back to where they were originally placed, and the kids will play them again quite happily as though they were new ones. Guns and other pieces will go on for a couple of years at a single location with placing out for the summer on seasonal locations.

We did not go in for countertop games, but felt our cocktail tables would do the same job or better, and they have. Up North, where countertops were put out into bars there have been some problems with gambling and we don't need that sort of thing. We pay close attention to locations needs and will rotate games every two weeks if necessary.

Things are steady now and we believed they've stabilized and the old timers like us in the industry who went along with the tide are O.K.... For many of the newer operators it's a different story and I can't help feeling sorry for some of them... They'll fail and it's because they went out and bought everything modern, regardless of whether or not locations really needed what they bought.

Business is good for us and holding up well — we work hard for it, and give our customers personal constant attention... but we are well rewarded!



... Operators working
for a Better Industry ...

CHICAGO HYATT REGENCY HOTEL
CHICAGO, ILLINOIS

OCTOBER 31-NOVEMBER 2,
INTERNATIONAL EXPOSITION

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Qualifiers Tournament Program Can Promote Any Coin Operated Game

The **Qualifiers Tournament Program** consists of a series of weekly location tournaments which qualify players for a Location Championship. The Location Championship winners then qualify for the Provincial or State Championships. (This could also be used at the city level, with a City Championship, or at the regional or national level if more than one state is involved.)

PROGRAM OPTIONS

Major Events, based in Spokane, Washington, is a promotions and public relations firm specializing in tournament and league programs for the coin-operated amusement industry. Leading manufacturers have been contracted by Major Events to serve as co-sponsors for Qualifiers Tournament Programs, thus cutting the costs of the programs for the operators.

The Qualifiers Tournament Programs are available to operators, and Provincial or State and national operators associations.

Option 1: 25 Kits

With Program Option 1, the operator(s) receive:

1. 25 Location Kits

Each kit contains all materials necessary (see enclosed itemized list) for a location to run 8 weeks of qualifying tournaments and the Location Championship.

It is recommended that each kit be sold to the operator for \$50. (The location owner may be asked to pay all or part of this also.)

Each kit qualifies 3 people for the State Championship. (The top three finishers from each Location Championship receive certificates that allow them to enter the State Championship.)

If all 25 kits are sold for \$50, \$1,250 will be raised. Part or all this money can be used as prize money at the State Championship. Of the 75 players who qualified at the Locations, about 2/3, or 50 people, can be expected to actually attend the State Championship. An entry fee of at least \$10 can be charged, which would raise another \$500. In addition, it is recommended that the games at the State Championship be on coin play, which should raise about \$200.

2. 1 Provincial Championship Kit

The State Championship Kit contains the following printed materials needed to run a large tournament:

- entry form
- double elimination charts
- match cards

Also included in the price of the program are 6 trophies for the Provincial Championship.

With Option 1 (25 Kits), the recommended prize money at the State Championships is \$1,000 to \$1,500.

The cost of Option 1 is \$600, half of which would be paid by the Manufacturer Sponsor, and half (\$300) by the Operator (or Operators Assn.) Sponsor.

Option 2: 50 Kits

With Program Option 2, the operator(s) receive:

1. 50 Location Kits

If all 50 kits are sold for \$50, \$2,500 will be raised. 150 players will be qualified, of which about 100 should attend the Provincial Championship. If a \$15 entry fee is charged, another \$1,500 will be raised, and about \$300 to \$350 should be generated in quarters at the Provincial tournament.

2. 1 Provincial or State Championship Kit (same as in Option 1)

With Option 2 (50 kits), the recommended prize money at the State Championships is \$2,000 to \$2,500.

The cost of Option 2 is \$800, half of which would be paid by the Manufacturer Sponsor, and half (\$400) by the Operator (or Operators Assn.) Sponsor.

Option 3: 100 Kits

With Program Option 3, the operator(s) receive:

1. 100 Location Kits

If all 100 kits are sold for \$50, \$5,000 will be raised. About 200 players should attend the State Championship and each could pay an entry fee of \$20, raising another \$4,000. In addition, \$400 to \$500 in quarters will be raised.

2. 1 Provincial or State Championship Kit (same as Options 1 & 2)

With Option 3 (100 Kits), the recommended prize money at the Provincial or State Championship is \$5,000.

The cost of Option 3 is \$1,000, half of which would be paid by the Manufacturer Sponsor, and half (\$500) by the Operator (or Operators Assn.) Sponsor.

TOURNAMENT DIRECTOR OPTION

For an additional fee of \$300 plus travel expenses, a member of the Major Events staff will travel to your State Championships and serve as Tournament Director, running your event from start to finish.

If you choose this option, you will receive as a bonus from Major Events a public relations service consisting of a press release with photos mailed to the industry's trade magazine immediately following your State Championships.

If you already have competent personnel to run the tournament but would still like Major Events to prepare a press release for you after the event, the fee for this service will be \$200.

OPERATORS' RESPONSIBILITIES

The operator(s) or operators association sponsoring the

Qualifiers Tournament Program will be responsible for the following:

1. Paying one-half of the cost of Option 1 (\$300), Option 2 (\$400), or Option 3 (\$500);
2. Distributing and selling the Location Kits;
3. Running the weekly tournaments and Location Championships with the assistance of the location management;
4. Finding (and bearing any cost of) a location (most likely a hotel or convention hall) for the State Championships;
5. Making arrangements for delivery and setting up of games provided by the Manufacturer for the State Championships;
6. Making satisfactory arrangements with the Manufacturer for the sale of those games after the State Championships;
7. Running the State Championships, or hiring a Major Events staff member to run it;
8. Paying out all advertised prizes at the State Championships.

MANUFACTURERS' RESPONSIBILITIES

The manufacturer co-sponsoring the Qualifiers Tournament Program will be responsible for the following:

1. Paying one-half of the cost of Option 1 (\$300), Option 2 (\$400), or Option 3 (\$500);

2. Paying for the shipping of the games to be used at the State Championships from the factory to the nearest distributor (or to the tournament site).

(In addition, the manufacturer may be asked to provide a home model game to be used as a prize as some tournaments.)

MAJOR EVENTS RESPONSIBILITIES

For the fees listed, Major Events will be responsible for the following:

1. Designing the program to meet the specifications of the operators;
2. Providing the tournament kits (includes paying for and supervising the artwork, typeset and printing);
3. Providing the State Championship trophies (includes shipping);
4. Providing the operators with the option of hiring an experienced Tournament Director for the State Championships;
5. Providing the operators with the option of paying for a trade magazine press release following the event.
6. Acting as an information center throughout the program. (Players, location owners or operators who have questions about the program could call Major Events for information.)

New Marketing Firm Specializes In Coin Game Tournaments And Leagues

Kathy Brainard, formerly Director of Marketing Promotions for **Dynamo Corp.**, has announced the formation of her own promotional marketing company which is specializing in offering tournament and league programs to operators in the coin-operated amusement industry. The new firm, which is called **Major Events**, is based in Spokane, Washington.

Ms. Brainard is still employed by Dynamo Corp. as a promotional consultant and supervises tournament and league programs for both Dynamo pool and soccer tables. She has also recently been contracted to serve in a similar capacity for **Nomac Ltd.** and will be organizing a national tournament program for **Nomac's "Pub Time"** electronic dart games.

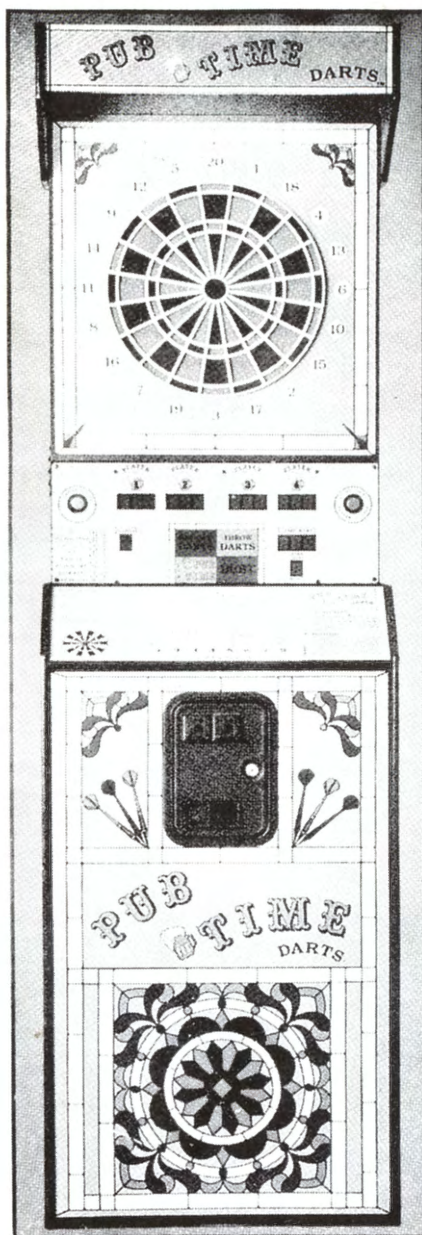
Qualifiers Tournament Program Can Promote Any Coin Operated Game

Major Events is currently offering a Qualifiers Tournament Program which can be used to promote any coin-operated game, including pool, table soccer, darts, pinball, shuffleboard and bowling games. Operators associations or

individual operators may purchase the program, which consists of location tournament kits and a state championship kit, including trophies.

The program has been designed to be financially self-supporting for the operator. Major Events has contracted leading manufacturers to serve as co-sponsors by assisting with printing costs, thus cutting the cost of the program for the operator. Major Events will provide the operator with customized location kits for that operator's individual program and will make arrangements with the manufacturer for the use of games at the operator's state (or city) championship. For an additional fee, a representative from Major Events will travel to the operator's championship and actually run the tournament for him. Public relations services (press releases, photography) are also available.

Anyone interested in receiving more information on the Qualifiers Tournament Program should contact Ms. Brainard at: Major Events, E. 3227 22nd. Ave., Spokane, WA 99203; 509/534-4580.



To Promote "Pub Time" Darts

NOMAC Intros

Support Promotional Program

Fred Kelly of Nomac Ltd., advises that Nomac has initiated what it calls an "Operators Support Program" (OSP) designed to promote the Nomac leagues and overcome the problem of the operator's hesitance in buying dart games.

"The operator has been reluctant to purchase the game, even after we started profitable leagues five years ago," he said. "It's either because of a lack of knowledge of running leagues, or because they think it's too costly or time consuming. We're showing how easy and profitable the leagues are for the operator."

Operators qualify for OSP under a few simple provisions. Nomac will supply two additional games for the tournament locations, games which the operator will not have to pay for until the end of the tournament.

Nomac suggests the operator collect a \$3 entry fee per player to establish a third place prize of \$150 (presuming the league signs up its full allotment of 50 players).

One-day seminar allows the operator to recall the previous night's experience as a visual aid to the instruction.

"The promo (OSP) is designed to extend the reach of 'Pub Time Darts' into new areas rather than concentrate on the ones we already have," Kelley explained. "Meanwhile, our advertising (in trade magazines) should generate interest among operators to call for more information. We believe our success is going to be through promotion of our dart leagues," Kelley stated.

Dart Leagues are profitable for location and operator! The locations sales are pushed away up if in a bar — because of regular attendance and practice sessions of the players.

There's a minimum amount of work for the operator... maybe two hours of preparation a week.

For more information contact Nomac at 211 Berg, Algonquin, IL 60102; 312/658-6166.

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OCTOBER 31-NOVEMBER 2,
INTERNATIONAL EXPOSITION

Canadian Coin Box Magazine

Diverse Canadian Operators, Midway In 1985 Report A General Increase In Music, Games And Amusement Activity

... Pinball Continues To Grow — ... Trivia Games Popular

Harry Gordon, President of Centennial Coin of Toronto is an old time operator with decades of experience in the Coin Machine industry. . . He served his apprenticeship with the old **R. C. Gilchrist Company** in its earliest days. Harry's firm is a large one based in Toronto, and it operates throughout that City and Southern Ontario on the stret. As well this company runs a large number of Arcades from Ontario down to the East Coast.

With the retraction of the industry over the last couple of years some of the extensive Starlight Arcade chain's locations have been sold off to local area operators but members still remain, particularly in Eastern Canada. These arcades continue to do very well even though summer is not by any means their best time of year. As Harry puts it "Summer is not the best business season for Arcades, unless they are in busy beach or tourist locations but how well they do is determined by their locations...which is of extreme importance".

Asked about business generally, encompassing all locations Harry made these points to questions put forward.

ON PINBALL GAMES — "We've always had them of course, never gave them up but they have very definitely picked up over the last three quarters of a year. Our ratio of videos to pins has risen from 80%/20% about three years ago to 60%/40% now. And, our average take from pin games is considerably above that which we are presently getting from our Videos. We are also able to use older pin games we've had. . . That means that profits are good because these pieces have long been paid for. . . That doesn't mean we aren't buying new games because we are. "**Space Shuttle**" (Williams) has been a fantastically good game as it's popular with players, reliable and easy to maintain. "**Eight Ball Deluxe**" by Bally is also a great game which is popular with players. Kids are showing increased interest in playing pins and they're finding it requires greater skill than videos and no two plays are alike.

ON VIDEOS — "The play pattern of these games has changed greatly from what it was. I'd say they bottomed out last October or November and have improved slowly since then. People will still play them but they've got to be

good games so an operator has to be very careful and selective in his buying. We find now that the very best of new Videos only have a location life of about two to three months whereas back a couple of years, good videos would hold up to play for about six months before they began to fall off badly. As a result, we only buy a few of each good new model and rotate it frequently. That's the only way you can get your money back with any assurance and make a profit.

As I've said, our proportion of videos to other games has dropped. I think one of the big reasons Videos have become less popular and played less, vis-a-vis Pins is because they follow a pattern which a player can soon determine and master and so lose interest of it. We have also found that new full games keep going up in price whilst at the same time they are being cheapened in manufacture; we find this worrying in respect of their reliability and durability over long periods. . . This is a disappointing thing to see!



ON BUSINESS GENERALLY — "We think our business bottomed out and hit a low last October - November... Since then we've experienced some improvement in business though it's just held up at a steady level over May and June which are slow months anyway. Now it's moving up a bit again and we are optimistic that the trend will continue.

Fortunately, people still want to play, but they want interesting new, good videos. We notice that even with the best of new games players' interest is sometimes quickly lost. As a result, although we are upgrading our equipment which is very necessary... we must do it the most economical way. Fortunately, there are good boards about and they have been our saviour. We have to be very careful about buying whole new games. Between the two we are optimistic about business improving, and which it has started to do!

D. Jeff Furneaux, President of D. J. Furneaux Ltd. of St. John's Newfoundland, operates over half a thousand amusement pieces and three hundred vending machines in his native Province off the East Coast of Labrador, doing sales of over 2-1/4 million dollars yearly. Mid 1985, Mr. Furneaux reports that his Games and Amusements operation is "very busy and doing well" with overall revenues up over the past couple of years. Music is good in certain areas according to Jeff but he does say that it is being hurt in others by the installation of large screen videos in bars and taverns.

Pins are good in Newfoundland and so are pool and novelty games. This time of year. Arcades are just holding except in the better large Mall locations where business continues to improve. Mr. Furneaux does admit however that these days one does have to get out and hustle for business. "hard work is absolutely essential to success in the Amusement business" he insists. Answers to a number of questions put to Jeff are as follows:

"From what I know about the rest of Canada and from what others have told me I think there's considerable difference in operating here compared to other parts of the country. We've only one city of any size whatsoever here, so our people are, for the most part, from the country and small communities. As a result, there's not too much for kids to do. Our locations therefore, are places the younger people can go for entertainment and enjoyment. Therefore, things in this business are probably somewhat steadier than elsewhere.

People still want to be entertained and they have money to spend on it but an operator has to work hard for it, but that's fine with me. We do a lot of rotating of equipment and keep closely in touch with locations to see what's going well and what is not... and this has resulted in our doing a great deal of rotating of equipment. Our Conception Bay route has improved a lot and returns from it have been much better in 1985 than they were at the same time in 1984.

"We've had very good results from this type of equipment. We use **Valley Pool Tables** and that firm has a very good tournament package. We've sponsored pool competition and it's been good for everyone involved, players, locations, and ourselves. All have benefitted, players like it and spend more time in locations taking part. These bars and locations in turn do more business, as we do also and the publicity and exposure is good for our firm!



"**Chexx**" hockey is going very well and though the real hockey season is finished people continue to play "Chexx" which I understand they don't in some areas when the real games finish each spring."

ON VIDEOS — "Videos remain quite good with us and the Trivia games are going over very well so we've bought a lot of them. In Videos "**Karate Champ**" is very popular. "**Two Tigers**" is good. There are a number of good kits about, particularly "Trivia Games" kits. There are also some very good "Trivia" games out in complete game form."

"Pinball games are doing very well here and we are finding that a growing number of people are playing only them. People to-day are very observant with games... For example, they now realize the real nature of pins; at three balls for a quarter they can win a complete game and then even another game or more. But, in the case of a video what a





player usually gets for a win is an extra man in space or other figure or object. The player knows that extra time or play isn't being obtained, as it can be with a pin game. Players also have come to realize that whilst playing pinball they are to a large degree masters of the game which they are not in the case of videos. There's a good supply of different pinballs about and not only is each game different but so is each play and that appeals to players. We are gradually increasing our ratios and numbers of Pinball, as some of our Pinballs are doing \$280. weekly!

Stan Budd runs "Funland" and other downtown Arcades situated on the Southern section of Toronto's main Yonge Street. At the beginning of 1985, Stan said that the old family business was doing very well. Now, halfway through the year, he repeats that statement, saying of the Arcade business (which is the only way he operates), "It's still very good, even up a bit and these days that's terrific when other business in this industry are not doing so well. I consider we are lucky to be in this position to-day and I attribute it totally to our location in this busiest part of the City, close to the University of Toronto.

Pinball games are going better than ever; there are many good ones out now **"Chicago Cubs"**, **"El Dorado"**, **"Ice Fever"** (Premier Technology) and **"Space Shuttle"** (Williams). There are also good videos on the market; for us (Atari's) **"Paper Boy"** is very hot and so is **"Kung Fu"**. I see improvement over the next five or six months, nothing frantic but steady progress and improvement for the rest of this year."

To keep top business we must have new machines, and we buy a lot of them too — all the good new ones. That's

the secret of this business, if you want to attract and keep customers you've got to give them the newest and best . . . That's the only way to keep them coming into Arcades and playing a lot!

We run six Arcades in the Toronto Downtown area. They are all in a string along Yonge Street within about two miles from North to South, from Bloor Street to Dundas Street. This is the main business section of the City with such large stores as Simpsons, The Eaton Centre situated on it and also near the University of Toronto and Ryerson Polytechnical Institute.

Have 550 Games in 7 Arcades

Only "Funland" at 334 Yonge St. near Dundas Street is owned by us, and we manage and run the others for their owners. They just have the work "Arcade" on their signs. Our own "Funland" is the largest, and it contains over a hundred and twenty pieces of equipment. The second largest has over eighty-five games in it. The others are somewhat smaller . . . Altogether, there are some five hundred and fifty games involved.

Southern Ontario Malls Doing Well

One of Southwestern Ontario's old time operators who is heavily into Arcades did not wish to be identified. Amongst his many Mall locations he also has a resort Arcade. Although at the time it was too early to report on the summer prospects of the latter, he was hopeful that the resort location would do well. At the same time he remained quite cautious, at the same time expressing guarded optimism.

Normally, visiting American Tourist comprise a good portion of his customers but apparently they have not been responding well to the enticement of Arcade pieces over the last couple of years. And, it's still too early to say whether or not they will do so this year. This, he blames in the case of videos on home games and computers which he says have, contrary to what many claim, been a detriment to coin operated videos. Another cause he maintains, is a lack of really good and exciting new video games. Fortunately, there has been a flurry of activity and renewed interest in Pinball games. This is put down to their being





physical, which videos are not. They are something which people can't play at home as they have PacMan over a number of years. Physical games do offer people something they'd lost in playing videos over the years. This does give rise to a great degree of optimism on the part of operators.

Most Arcade owners to whom we spoke during the past year have been optimistic for the whole of 1985. From mid 1984 until now we haven't spoken with any operator of Arcades who hasn't said that business wasn't picking up substantially. These included • Wayne Fromm of "Video Invasion" Toronto, • Peter Janda of "Playland" Wasaga Beach, • Barry and Billy Connell of "Playland" Wasaga Beach, • Paul Janda of "Wizards Castles" Toronto, • Monty Davis of G.M.D. Amusements, Vernon, B.C., • John Keay of "Central Amusements" New Glasgow, Nova Scotia, • Jack Lerner of "Amusecor", Montreal, P.Q., • Gaetan Laniel of "Laniel Canada's Operating Division",



Montreal, P.Q., • Elliot Mintz of Toronto Coin (Union Station Arcade). • Tony Fisher of Southern Music, Calgary, Alberta, • Luke Oulette of Provincial Amusements, Red Deer, Alberta, and many others.

All of these experienced operators have done very well. Many have expanded which is indicative of their faith in Arcades.

All state that they realize that they are first and foremost running entertainment business.

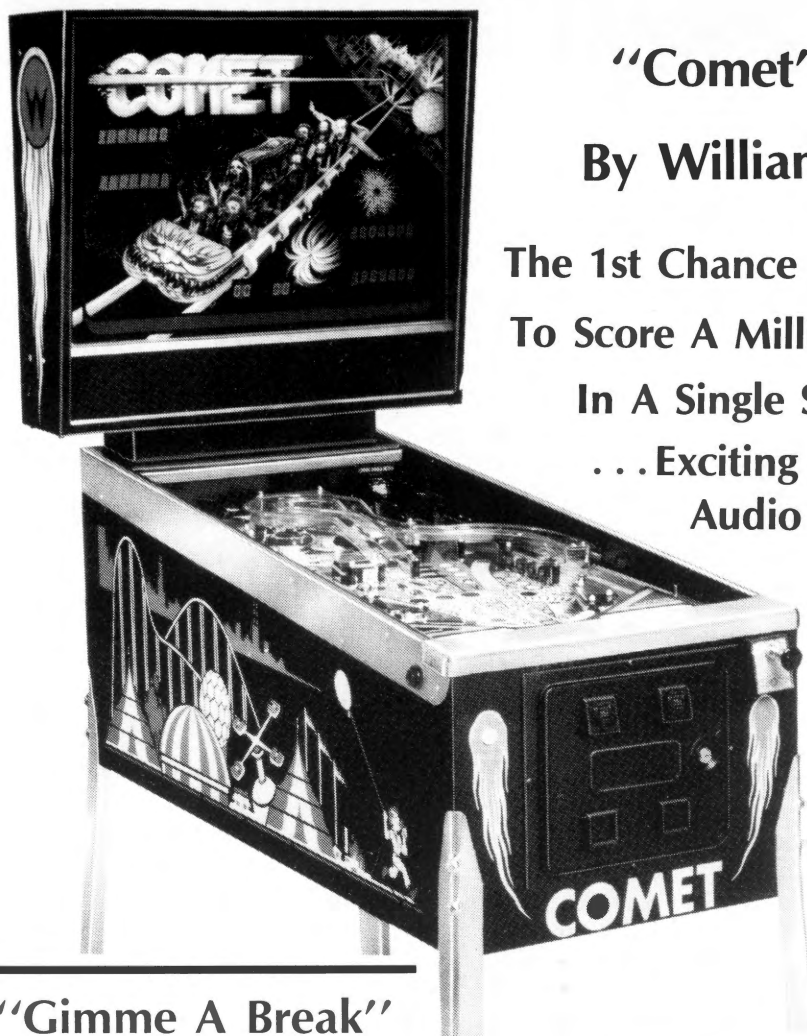
As such, new equipment must be frequently offered to customers, particularly teenagers and children. Under the reality of still difficult general economic conditions, these operators will buy complete new games but they've got to be good and long-lived, otherwise they are heavily into conversions. Novelty games are prominent in their Arcades and Pinballs are present in greater proportion to Video than they have been for half a decade . . . which says something about their rising popularity. Rotating equipment is universal and so is optimism for this summer and the rest of the year. There has been a definite pick up and it is definitely still going on!

One Operator said an arcade operator's survival depends on a steady stream of new equipment through his centers. "You can't run away from new equipment in this business," he said. "What we're doing is we're not buying less, we're buying best."

He also said he was rotating his games regularly out of his arcades and into his street locations. Since he operates a sizeable route of street locations, he said, he's in a position to operate the new games in his arcade for the first six or eight weeks and then to rotate the games out to his street locations.

Though the majority of the Operators are still not doing the kind of business they did during the video game boom years, they are reporting a definite upturn in business. And, while it would be even more encouraging to attribute this upswing solely to the games themselves, one learns, by talking with these arcade operators, that they survived and are beginning to prosper largely because of their good business sense, shrewd promotions, and smart new equipment purchasing!





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The 1st Chance Ever

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It's the shot heard 'round the world for unprecedented scoring excitement, location competition and profit making!

It's undeniably the most important shot in pinball and **COMET's** got it! Innovative design and engineering from **Williams** have made possible, for the very first time, the incredible chance to score 1 million points in a single shot!

All it takes is lighting the 1-9-8-6 top roll-over lanes on the 3rd ball and then landing in the uppermost ring of the cycle jump when lit and flashing the million challenge!

But that's just where all the excitement begins! **COMET** is all the fun of an amusement park in a fantastic new pin. It's a fun house, shooting galleries, fireworks exploding in the night sky, screams of roller coaster riders, revving up for the cycle jump, dunking the dummy as he taunts, "Come on! Hit me, you turkey," and taking the corkscrew at high speed!

It's sounds, lights and action, all playing off each other, to make **COMET** the ultimate amusement park of the mind. And with the one and only chance to score a million in just one shot, it's destined to break earnings records in locations everywhere!

"Gimme A Break"

Continued from page 16

trick shot balls that are sunk, with an extra bonus for completing the entire trick shot. Play then progresses to a new break (at a different color table) and the players use remaining turns and bonus shots to sink the 15 object balls.

A ragtime vamp sets the mood for game play in "Gimme A Break"

Levenberg additionally developed the very realistic "chink" of the balls when they collide, and the very gratifying "ker-thunk" sound when balls are pocketed. These effects make for a very enjoyable game for individuals or duos. "It is recognizable, simple, clean, colorful and competitive," says Powers who also reports that recent test results report high earnings and focus group studies record that the game attracts players of a wide disparity of ages. "It is an interactive game that can be easily enjoyed by even non-video and non-pool players."

"Gimme A Break" is now available at your distributor.

IDEA Offers "Hands On" Tournament Workshop

IDEA, Sycamore, Illinois, manufacturers of the **ALL-AMERICAN** and **CENTURY DART** lines is offering a "Hands On" tournament school. This school will be available to IDEA distributor personnel to get them ready for their participation in the recently announced IDEA International Tournament plans.

Custom Events International will be holding the workshop in conjunction with IDEA's Minnesota distributor (Hanson Distributing Company, Bloomington, Minnesota) in St. Paul at their \$15,000 Dart SHOOTOUT®.

Workshop attendees will be "put to work" at the tournament. Experiencing all facets of the jobs involved in running a major event, from "sign up" to trophy presentations after the finals.

"We are urging all of our distributors to send their promotional representatives to this no charge workshop so they can get the feel of running a tournament first hand," said **IDEA's President Don DeVale**. "Most of the apprehension about tournaments is simply fear of the unknown, and we're going to help them conquer that."

Reservations for this workshop should be made directly through IDEA by calling Paul Calamari or Jim Tondelli at 815-895-8188.

Kitkorp Offers Latest In Conversions

Kitkorp was created in early 1984 by **Howard Rubin**, former Vice President of Wico and Mylster and **Joe Robbins** of Empire Distributing, Bally Mfg., and Atari. They employed the services of **Larry Berke**, sales veteran of Bally Midway.

Kitkorp is currently,

- Howard Rubin, President
- Joe Robbins, Chairman
- Larry Berke, Vice President Sales
- Richard Robbins, Director of Operations
- Wendy Lambert, Controller
- Tony Elvikis, Technical Services.

New Facility For IDEA

IDEA (Industrial Design Electronic Associates, Inc.) recently signed with Ericcson Corp. (New Milford, CN) to lease a portion of a 750,000 square foot facility in Sycamore. Effective June 15, IDEA was in production on the **ALL AMERICAN and CENTURY Lines of Dart Games** at their new facility. 21,000 square feet is currently set up for production. IDEA has obtained options on a total of 75,000 additional square feet.

"We are currently spread out into three different buildings," stated IDEA President, **Donald De Vale**. "I hope that by the summer of 1986 we will be consolidated into one facility. The extra space will certainly be helpful in meeting the requirements of increased activity in our military weapons training group."

"We also plan to introduce a new game at the AMOA show, the first in a new series of great IDEA games other than darts."

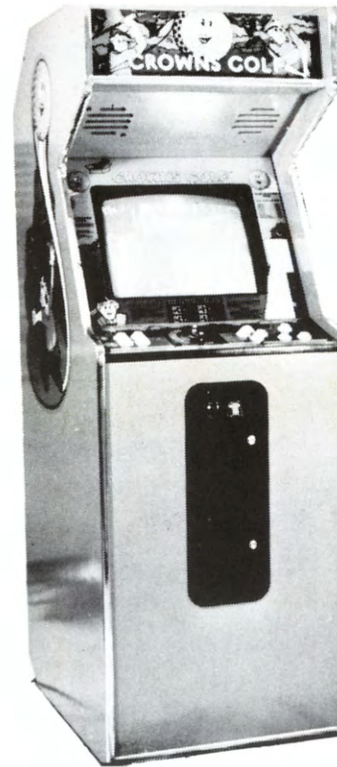
Montana Ok's Video Poker In Licensed Beverage Rooms

Effective July 1, 1985, a person who has been granted a license to sell alcoholic beverages for consumption on the premises may be granted a license for the placement of video draw poker machines in his licensed establishment. The limit is five machines per establishment.

Dispensed Tickets Can Be Redeemed For Cash

The machines may not be of the cash-payout type, but rather will dispense a ticket which will indicate the number of credits the player has won on each hand. These credits may be redeemed for cash. A machine may not allow more than \$2 to be played on a game or award free games or credits in excess of the value of \$100 per hand.

We have no idea what the total market for video poker machines will be in Montana, but some say 5,000. In any case, the real winners over the next few months will be the hotels — they will be packed with slot machine salesmen.



The top four combined represent over 100 years of experience in the coin-op industry.

The first games licensed and produced by Kitkorp were

- Sun's Strength and
- Skill, followed by the smash hit,
- Tehkan's, Bomb Jack, followed by
- Sega's Crown's Golf in upright games, cocktail tables and kits.
- Taiyo's Chinese Hero and latest
- Taito's, Return of the Invaders.

Currently available are: Crown's Golf kits and Return of the Invaders. Crown's Golf kits are designed to plug into Williams T.M. Defenders, Robotrons, Jousts, and Stargates with no soldering required.

Return of the Invaders kit is for vertical monitor games. Included are: Marquee-plexi, bold side decals, control panels and universal wire harnesses.

AMOA

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... Operators working for a Better Industry ...

CHICAGO HYATT REGENCY HOTEL
CHICAGO, ILLINOIS

OCTOBER 31-NOVEMBER 2, INTERNATIONAL EXPOSITION

PINBALL EXPO 85

November 22-24

A strong lineup of guest speakers, wide array of exhibits and an evening banquet have pinball enthusiasts from across the country making plans now to attend **Pinball Expo '85 November 22 through 24 at Holiday Inn O'Hare in Rosemont, Illinois.**

Expo coordinator Robert Berk said the initial response to this first ever national gathering of pingame collectors has been "just phenomenal" adding that the Expo is sure to please anyone with an interest in pins.

Experts from all areas of the pinball world will be on hand at **Pinball Expo '85**. Showgoers can join in a question and answer session with a panel of veteran pinball designers, including

- Steve Kordek (William Electronics)
- Norman Clark (Flipper Ltd. — formerly of Bally Mfg.)
- Wayne Neyens (D. Gottlieb & Co.)
- Alvin Peters (Chicago Coin)
- Pinball authors Ed Trapunski (Special When Lit),
- Roger Sharpe (pinball!)
- Richard Bueschel (*The Coin Slot Magazine*) will also share their flipper knowledge.

Gilbert Pollock, president of Premier Technology as well as **Wendell McAdams, president of Game Plan** will address the Expo. Other speakers will discuss pinball restoration, the early days of preflipper pinball, understanding schematics and solid state pinball service and repair.

The highlight of Pinball Expo '85 will be a formal banquet featuring a special tribute to guest **Alvin Gottlieb** for his contributions to pinball. Son of company founder **David Gottlieb**, Alvin was closely involved with the manufacturer's operations and helped shape the evolution of pinball during his four decades of involvement with the games.

Showgoers will also get an inside look at how pingames are put together during a tour of the Premier pinball manufacturing facility. There they will meet the designers and engineers and learn about the step-by-step creation of flipper games from concept to finished product.

Pinball Expo '85 will also have an exhibit hall featuring the latest pinball offerings from several manufacturers, including

- Bally Manufacturing
- William Electronics
- Premier Technology
- Game Plan
- Zaccaria
- Wico,

along with classic machines displayed by collectors.

Showgoers will be able to buy, sell and trade hard to find pingames, parts and literature, and collectors are encouraged to bring along their "want lists".

Berk said limited exhibit space is still available, but is filling up fast. "We're expecting a crowded exhibit hall, and would encourage anyone who would like to reserve a space to contact us now for details."

Preregistration for Pinball Expo '85 (before November 1st) is \$35 including all seminars, banquet, Premier Technology tour and exhibit hall admission.

Hotel reservations for the Expo can be made directly with the Holiday Inn/Rosemont at (312) 671-6350, which is holding a block of rooms for Expo attendees. For further information contact BERK at (216) 369-1192, or Expo Assistant Coordinator Bill Kurtz at (216) 921-7537.



merit industries, inc.

Continued from page 14

partment for accessories, servicing aids, etc.; illuminated instruction panel for easy player viewing; large uniform scoring display; and a LARGE CASH BOX plus meter in a separate, easily accessible individually locked compartment.

The overall construction is typical of the many fine products in **Merit's** line of equipment — solidly built TO LAST, the best materials, and rich honey-oak formica finish coupled with smashing graphics that are eye-appealing, easy to read, and suitable for any location. Special attention was paid to have proper lighting without glare, good contrast on all displays, and warm, yet exciting, traditional flavor.

Merit's marketing team has been put together with care and dedication to produce the kind of tournaments and leagues that will bring great excitement to players and locations as well as profit to operators. **BULL-BUSTER™ DARTS** is creating the opportunity to participate in the growth of electronic darts as a sport, as well as a game. Total support for both existing leagues and new formations, promotional campaigns and tournaments is what Merit's Dart programs are about.

The company plans a major Tournament promotion built around **PRO-SELECT™**, and will work with distributors and operators across the country. Leagues and tournaments information will be available through your distributor, or from the factory.

For more information contact:
MERIT INDUSTRIES, INC.
P.O. BOX 5004
2525 STATE ROAD
BENSALEM, PA 19020
1-215/639-4700 (in PA)

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SENTE™

Exciting Racing Game "Stocker"



"**Stocker** has all the elements of a great driving game," says **Bob Lundquist**, President of Bally Sente, Inc. "This video game boasts a wide range of visuals, realistic and lively audio, and exciting game format and a lot of options for game conclusions — something that keeps the players coming back."

The object of **Stocker** is to drive across the southern United States from Florida to California. The player operates a bright orange stock car via a steering wheel and a high/low gear shifter. Game time is determined by the "fuel" in the player's gas tank as represented by the fuel gauge on the right side of the screen. Fuel can be replenished by pulling into gas stations which are located along the route.

The score is determined by a combination of factors including: 1) maintaining a high average speed, 2) crossing state lines which are good for 5000 points and 3) getting as few tickets as possible from pursuing police cars. Typical violations are running off the roadway, hitting another vehicle or stationery object, or hitting a non-pursuing police car. Crossing a state line frees the player from pursuit until there is a violation in the next state.

Thirty-Five Different Screens Appear Throughout The Game Play

Each depicts a unique highway configuration set in a variety of landscapes ranging from the lush, green

marshlands of the Southeast to the dry, arid and parched terrain of the Southwest. Atmospheric changes were added by Graphic Designer Gary Johnson to add challenge and realism.

Stocker's sound track provides a sense of movement, speed and excitement and Sound Designer Jesse Osborne injected familiar musical jingles for the game's high points like when the player is being ticketed or is refueling.

"Its combination of good design elements is what makes **Stocker** work," finished Koble. "Added to that is the harmless release provided to the player; everyone has a hidden urge to do 'wheelies' and 'leave tracks'!"

Stocker is being manufactured in Chicago at the **Bally Midway Manufacturing** facility and shipments are already in process.

Coin Mechanisms, Inc. Intros

New

Coin Comparitor To Catch Illegal Coins

COIN MECHANISMS, INC. introduces a new system for its **coin comparitor** that will capture illegal coins in a micro-second. The Coin Comparitor CC-40 features an electronically controlled optical package together with the patented sample coin holder design that maintains a consistent reference. By now eliminating the mechanical coin switch, counting is faster and timing becomes more consistent.

Ron Rollins, General Manager, added, "We're very excited about the CC-40. As everyone in the casino business knows, cheaters and stringers are real problems. With our solution, they are eliminated."

The Coin Comparitor CC-40 is available for immediate distribution. For toll-free calls regarding orders and technical assistance, dial 312-279-9150.

The New Seeburg Is One Year Old!

A year ago, **Seeburg Phonograph Corporation** had a skeleton crew and dreams of revitalizing the 80-year-old Seeburg name as the premier manufacturer in the industry. Celebrating their 1st birthday, Seeburg has expanded, their dreams have come true and soon will go public and will be listed on NASDAQ. **Happy Birthday, Seeburg!** The original magnificent seven are: Jan Diggins, Office Manager; Nick Hindman, Executive Vice President; Rodney Nelson, Final Inspection; Joyce Rosenbom, Manager of Parts Sales; Mike Pollard, Director; Chris Wagner, Plant Manager, and Ed Blankenbeckler, President.

Bally Sente's Cocktail Table



Bally Sente Inc. achieved an industry "first" when it recently began production of the **SAC I cocktail table**, which provides housing for selected games within the Sente Library of Video Games.

Bernie Powers, Director of Marketing and Sales pointed out that, "It is the first cocktail-type cabinet with interchangeable software." Bally Sente already has six games available for this format. After a necessary redesign of control panel configurations and graphics, Bally Sente is able to offer its successful hockey game "Hat Trick" and its five-edition series of "Trivial Pursuit" for their new cocktail table.

A durable 3/4" frame protects the self-contained unit that holds the SAC I cocktail table power supply, sound board, CPU board, game cartridge and a fan which cools the electronic chassis. The monitor, bolted into the cabinet, can be switched from horizontal to vertical play and the 3/16" tempered glass and 3/4" top can be easily unlatched and tilted for service.

The cabinet exterior is woodgrain formica with black trim, and attractive top graphics induce customer participation. Soft, but effective lights are positioned over each player's control panels and Sente quality has been maintained in the table's sound system.

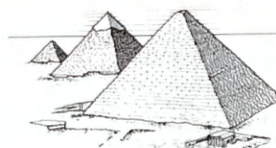
The Sente Cocktail table is 24" wide by 34" deep. It is 29-1/2" high but available leg extensions can be added so as to reach counter height of approximately 36".

10 Minute — On Location Game Change

"Like the SAC I upright, the cocktail table is totally operator oriented — separate cash coin rejector doors, front maintenance on the upright, and lift-up top on the cocktail. The SAC I cocktail cabinet is a 10-minute, on-location game change as in the SAC I upright," Powers said.

step-up

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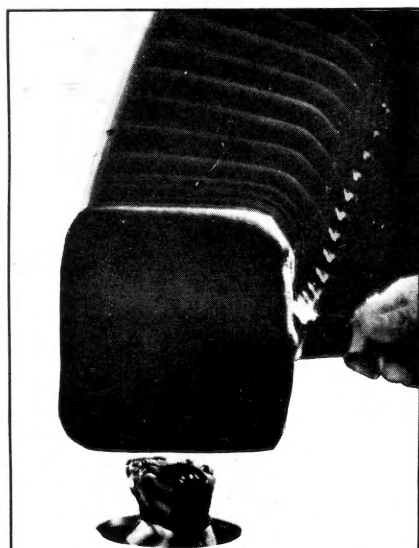
Data East USA, Appointment

Data East is pleased to announce the appointment of **Steve Walton** as Vice President, Sales & Marketing for their Santa Clara firm. Steve previously worked for Data East as Eastern Sales Manager based in Atlanta, Georgia.

Steve will be responsible for all Sales and Marketing of Data East's Coin Op Division in Santa Clara, California. His background in the operating business as well as the manufacturing sector gives Steve a unique blending of experience. Steve and his family will be relocating to California.

John Barone will now assume the position of Director of Sales and marketing, reporting to Steve. John joined Data East earlier this year and previously held various sales/marketing positions with Exidy.

According to **Bob Lloyd**, President of Data East USA, "We have two very experienced coin op professionals heading up our sales efforts. They both work well with our distributors and understand the operating business."



WHAC-A-MOLE

Everyone loves Whac-A-Mole!

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"Casino Strip" By Status Doing Well In Bars

Strip poker is moving into bars, truck stops and other "adult-oriented" environments.

Status Game Corp., a four-year-old Newington, Conn. company, has begun selling Casino Strip, a video poker game with built-in PG- and R-rated movies. The payoff is not in money. Instead, a winning hand produces an image of a young man or woman removing an article of clothing; lose, and he or she puts it back on.

We go as far as a *Playboy* centerfold," says **Michael Yaffa**, sales vice president. **Larry Dunn**, executive vice president of Status, says the firm has sold about 500 of its \$3,000 machines, which come with eight films (a new set costs \$695).

Sales are made through game operators who supply bars and others. (Despite its name, **Casino Strip** will not be available in casinos.) Placements so far have been mainly in California and the Southwest, but Europe is also in the cards. Sales chief **Yaffa** says it has found some interest in Belgium, Germany, France and Canada.

Air Vend Intros New Vacuum, Tyre Inflator

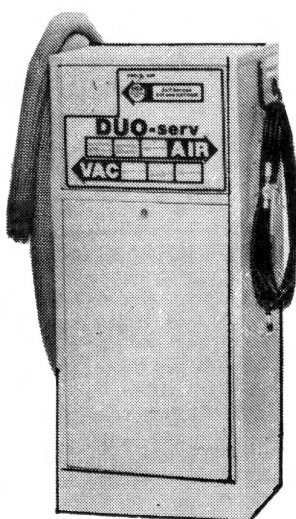
locking system and is of rugged construction.

Locations for the DUO-serv have been primarily convenience stores and service stations. The opportunity to increase revenue without adding to the labour force has proved to be an attractive incentive to install the machines.

According to **Dick Jurek**, Vice President of Operations: "A major product benefit of our machine is the motor which we have selected. While competitive vacuums frequently have several motors, we have selected a single, powerful motor. This will greatly reduce the likelihood of downtime due to motor failure".

Special engineering is evident throughout the new DUO-serv machine. The vacuum system contains three cloth filters, allowing greater filtering capacity than conventional vacuums. When the vacuum is turned off, the contents of each filter sack are dumped into the waste receptacle below.

The air compressor is contained within a separate upper compartment. With an adaptor, all electrical components can be raised four feet from the ground, eliminating safety code violations when mounted on a pump island.



AIR-VEND, INC., of Mendota Heights, have produced Duo-serv, a new combination of vacuum/tyre inflator, pictured above. Over 16,000 of the company's AIR-serv units are already in operation in the U.S. and Canada.

The machine is simple to operate and needs minimal maintenance. It contains a unique filtering system, superior air compressor patented

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Video Movie Rental Vender

Videomovie rental comes of age with the new Videocassette movie rental vending machine by Video Vendor, Inc. of Chicago, Illinois. It displays up to 320 different movie cassettes in any

variety of titles in either Beta or VHS.

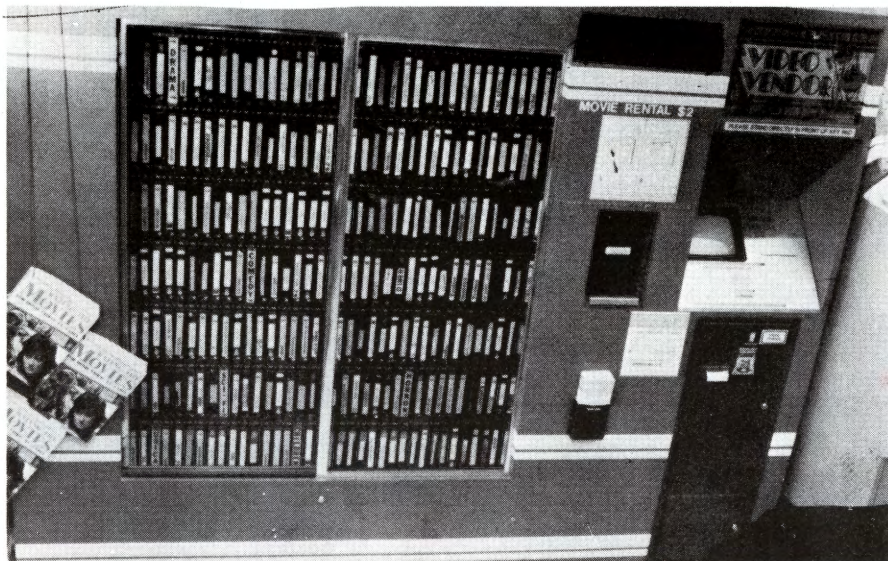
The machine is designed to take cash and the prices of the movies can be varied in quarter increments. The vending machine's built-in electronics

system keeps accurate records of all transactions including extra day fees, total rentals in money and number of units, and all outstanding balances plus other functions for bookkeeping and tax purposes. No phone lines, central computers, or credit card validators are required, though they can be included if specifically desired.

To rent a movie, the customer uses the Video Vendor's key pad to enter his account number and the number of the movie to be rented. He then deposits the amount of money shown on the Vendor's monitor and in less than 25 seconds the movie is vended.

To return a movie, the customer enters his account number and places the movie into a slot in the machine. Everything else is automatic. Movies are automatically returned to their original renting position so that they may be immediately re-rented. There are receipts for all transactions. If a movie is returned within fifteen minutes the account is credited in full.

For further information, contact Barry Shore, President, Video Vendor, Inc., 4235 Main Street, Skokie, IL 60076. Telephone 313/982-0440 or Gary Stern at 312/266-7971.



Canadian Coin Guaranteed Satisfaction at \$1995.



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Featuring:

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- Sturdy, all-wood construction.
- New runway system, uneffected by small foreign objects, chalk-blocks etc.
- Inexpensive standard weight / non-magnetic cue ball.
- Locking clean-out access port.

Your specific decor requirements can be accommodated upon request. Dealer inquiries invited. For further information, please call or write.



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Amusement Trades Exhibition International Jan. 13 - 16

Grand Hall Olympia, London, England

The 42nd annual **Amusement Trades Exhibition International** will take place from 13th to 16th January 1986 at Olympia, London, which has now become its permanent venue.

During the past 40 years — and especially since 1961, when the gaming laws were liberalised — the amusement business in Britain has changed and expanded almost beyond recognition, and the same is true of the exhibition itself. Few of the visitors to the first **ATE** in the late 1930s could have foreseen how it was destined to develop, but year after year it has steadily kept pace with the ever-growing importance of the business.

Today it is world-renowned, and enjoys the proud reputation of being the biggest and most representative

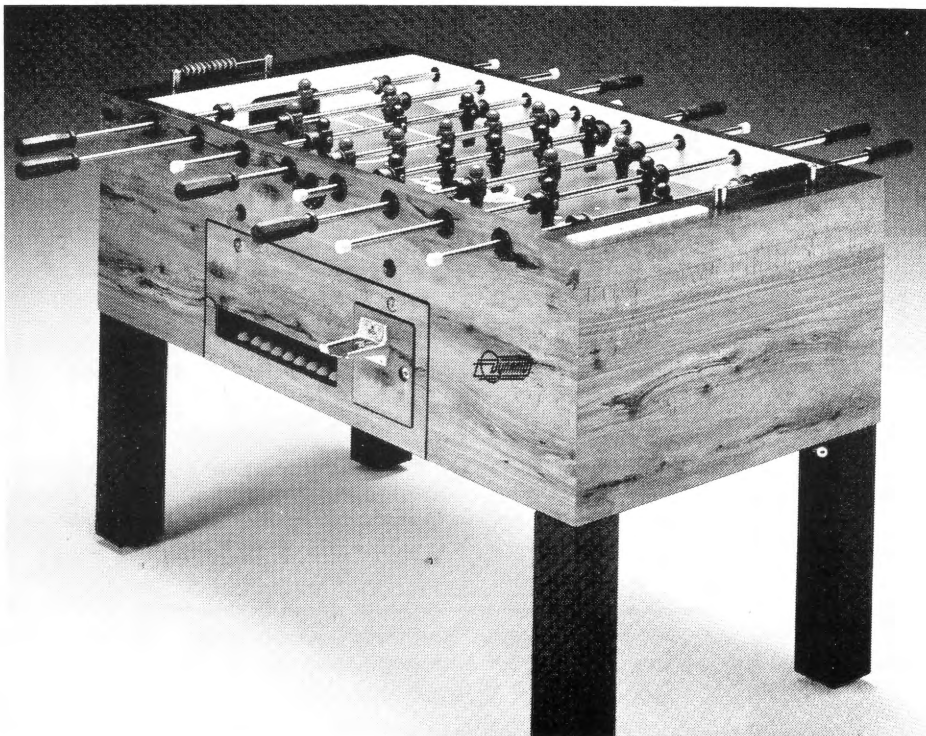
international exhibition of its kind, attracting visitors from all parts of the globe.

And for 1986 it is planned to give the Show an even wider scope than hitherto: an additional 4000 square metres of covered space has been reserved in the West Annex to the Grand Hall, and it is intended to use this solely for the display of large rides, theme park equipment and fairground machines.

The Prospectus for the 1986 ATEI is now available and the Organisers will be pleased to provide copies on application.

In the meantime, they extend a warm welcome to the many overseas buyers who will be visiting Olympia next January.

Dynamo's New Soccer Table Engineered And Constructed For Dependable Performance.



Polypropylene Playing Figures. Dynamo's men are constructed to resist breakage for less downtime, fewer replacement parts — more revenue in the coin box.

Solid One-Piece Playfield. No annoying, unattractive corner ramps or side rails to slow play, so the game —

and the quarters — keep flowing. Dynamo's innovative molded playfield is constructed of high-pressure laminate, reinforced to prevent sagging.

Quick-Glide Rods. Constructed of aircraft-quality steel, Dynamo's quick-glide rods keep the game fast and fun

— even for children and beginners. Our exclusive Natural Grip handles enhance player comfort and control, too.

Convenient Slide-Out Drawer. Houses all working parts for quick, efficient servicing. The advanced metered ball-return mechanism returns your choice of either 9 or 11 balls. Molded ramp channels balls without jamming. This drawer fits into our one-piece, steel-reinforced cabinet, crafted to be virtually indestructible.

Available To You Exciting Dynamo Promotions. Enjoy the traffic-building tournaments and league play that will increase profitability. From regular newsletters to cash prizes and awards, Dynamo sponsors regional and national playoffs to complement local promotions. Contact us for more details.

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SOCCER TABLE
Height: 36" (914.4 mm)
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Weight: 290 lbs. (131.5 kg)

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MEMETRON Inc., of Elk Grove Village, Ill., has reached exclusive agreement with **Irem Corp.**, of Osaka, Japan for the EXCLUSIVE NORTH AMERICAN RIGHTS to their new game, **ATOMIC BOY**.

IREM Corp., has given the industry the top hit games **MOON PATROL**, **MOTOR RACE USA**, **TEN YARD FIGHT '85** AND **KUNG-FU MASTER** and they have just added **ATOMIC BOY™** to their long list of successful games.

"Look for **ATOMIC BOY** to be a chart buster", stated **Joe Kaminkow**,

Memetrans Director of Sales and Licensing. "**ATOMIC BOY™** is just what the players and operators have been asking for, solid game play, great graphics and fantastic sounds, but more important long term earnings at a reasonable price", Kaminkow further stated.

While orbiting Earth the Russians most powerful nuclear killer satellite the "Kruger K" suffers a meltdown contaminating and mutating all occupants on board. The master computer has gone wild threatening to destroy the World. Due to advanced training and a really neat lead suit, **ATOMIC**

Memetron's

New Kit Is Atomic Powered!

BOY'S mission is to infiltrate and destroy the Kruger K master computer before it makes a cosmic camel parking lot out of the Earth." The theme is perfect for the eighties with all the talk about Star Wars defense programs and **ATOMIC BOY** should generate a greater deal of player excitement", Kaminkow added.

ATOMIC BOY will be marketed as a complete King Kit™

...for all horizontal games and will be available through MEMETRON'S distributors this summer.

Kaminkow cautions, "**ATOMIC BOY** will be in very short supply as we introduce our innovative new King Kit™ series."

MEMETRON continues to market and sell it's other exclusive products, **TEN YARD FIGHT '85**, **SAVAGE BEE'S**, **US vs THEM**, **PUNCH POWER**, **THE PLAYMATE ESCORT WALL BOX**, and other assorted ATARI close outs. For more information contact your local MEMETRON DISTRIBUTOR or MEMETRON at 312-595-2828.

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Konami, Inc. Announces Nationwide Campaign To Help Find Missing Children

Konami, Inc., a leading developer and manufacturer of video arcade games, has announced a nationwide campaign to help locate missing children. It is felt that this effort will go to one of the most likely locations — the arcades and street locations of the U.S. — where children might be recognized.

According to **Ben Har-El**, president of **Konami, Inc.**, "We are working in cooperation with **Child Find, Inc.**, to distribute information about missing children to the more than 10,000 locations throughout the United States where Konami products are used."

Konami will include photos, relevant information and a hot line number on all products that the company sells. In addition, Konami will print and distribute posters containing the same information to all distributors, arcades and operators.

Child Find, Inc. is a non-profit organization based in New Platz, New York. It is the oldest national organization devoted to helping find missing children. The organization has helped locate more than 1,300 missing children since 1980.

"We are confident that this project with Konami is an effective

vehicle for disseminating this information because of the age group that makes the heaviest use of Konami products," said Judy Green, project director for **Child Find**. Green estimated that there are more than 1.5 million children currently considered missing in the United States.

Konami, Inc. is a leading producer of video game software and hardware throughout the world. Konami is also a world leader in the development of MSX software, electronic hand-held toys and software for home computers.

Tonk-A-Phone Introduces Its Exclusive Dine-A-Phone

Robert V. Albertson, President and Chairman of **Tonk-A-Phone, Inc.**, announced today that the suburban Spring Park manufacturer of commercial coin-operated telephones has introduced their exclusive **Dine-A-Phone 101TP Series**.

The Dine-A-Phone is designed for the needs of the hospitality, bar, and restaurant industries; by utilizing a specially adapted cordless telephone with the sophisticated remote metering and billing technologies of Tonk-A-Phone. For all-around calling convenience, the Dine-A-Phone provides a 1,000 foot range, 46/49 MHz channels, automatic re-dial and turn-off mechanisms, along with a resettable counter and minute meter.

The Dine-A-Phone is simple to use and install, utilizing a single business line. Upon request, the waiter or waitress brings only the cordless hand-

set to the customer's table and it is ready for use. The calls are made at an individual charge-per-call or a timed-per-call basis — whichever is decided upon by the establishment. When finished, the handset is returned to its base unit, the meter is checked for the number of calls or minutes, and the charges are placed on the guest check.

This Dine-A-Phone is available from local Tonk-A-Phone distributors and dealers on a direct purchase or 50/50 revenue share basis.

Tonk-A-Phone, Inc., is the nation's largest independent manufacturer of coin-operated pay phones offering a complete line of table and wall-mount models for commercial, industrial, and business use.

For further information call, Milton A. Hallman, Vice-president, Sales & Marketing.

Rand's Air/Water Vendors

Last year, **Rand of Phoenix** designed coin-operated air and water dispensers to aid motorists at gas stations and convenience store parking lots. Now the firm has announced several improvements that have been incorporated into newer models.

Rand says "a unique new mechanism" releases head pressure that builds up between use in unit's compressor. The device, says Rand, makes for faster startups.

Secondly, new plumbing fitted into the air/water dispenser allows for easier hook-ups to the existing water source, the company said. And thirdly, thicker steel plates on all Rand models are said to "withstand the most vigorous attempts at vandalism."

For more information contact Rand at 2000 North 25th Dr., Phoenix, AZ 85009; 944-1024.

The "LYNX" Pool Table By Valley

A new coin-operated pool table — the **"LYNX"** is joining the **Valley family** to complement the familiar, industry standard **Cheyenne "COUGAR"**. Featuring an impressive number of design innovations, inside and out, the **"LYNX"** is expected to fill a vital slot for the coin game operator.

"This new table is the result of our belief of a few years ago that the coin games operator would be looking for an alternative to what the industry was then offering," said **Chuck Milhem**, president of Valley.

The **"LYNX"** meets that need for a competitively-priced table that still delivers a high level of quality and durability. This new table is an opening for those operators who want to move into, or expand, their pool table routes, but who have not been able to do it because of financial constraints," he continued. "Or, in some cases, an operator may have a location that doesn't warrant a premium table, but he can place the **"LYNX"** in such spots and still be certain he will have a durable, profitable source of income," he continued.

"This new table also presents an opportunity for distributors who can now provide their customers with a



choice of tables — the **'LYNX'** or the **'COUGAR'**," Milhem added, "and be certain that each one has the high quality for which Valley is known. Another important factor is that the **'LYNX'** give us an opportunity to introduce on a production basis some new features that we've been thoroughly field-testing for some time," he concluded.

Initially the **"LYNX"** will be available only in the Model 32 size — the 93-inch bar table so popular with operators, location owners and players alike. The **"LYNX"** was introduced at two March shows — **The Amusement Showcase International in Chicago**, and the **Amusement Operators Expo in New Orleans**.

IDEA Announces International Dart Leagues And Tournaments

IDEA — Industrial Design Electronic Associates, Inc., Sycamore, Illinois, announced plans for Local, Regional, National and International Dart Tournaments.

Ever since his appointment as Vice President of Marketing, **Paul Calamari** has been busy setting Distributors and discussing their participation in the promotion of **IDEA** electronic scoring darts. "As soon as we have our International distributor network firmly in place, final detailed plans will be released," says Paul. "Each distributor we have spoken with has been very enthusiastic about our marketing approach. We not only have one of the best working machines available, we also have the excellent promotional plans for all levels of the business — distributor, operator, location and player.

IDEA has appointed **Custom Events International**, a new company formed expressly for the purpose of coin-op promotions, to manage these events. Custom will be headed by **Kirk McKennon**, formerly Sales and Promotions Manager of Hanson Distributing Company, Bloomington, Minnesota. While at Hansons, McKennon supervised foosball, pinball, pool and dart promotions, including the \$10,000 Dart SHOOTOUT® held in Minnesota January, '85.

"Members of the Custom Events International "crew" will be available for seminars and tournament schools through **IDEA** distributors," to be able to fully utilize our materials and promotions to maximize their dart earning potential.

Bally's New 'Cybernaut' Pinball



Bally Midway's new pinball 'Cybernaut' features "an enhanced sound system with noise effects and tone to attract player attention and increase game usage," according to the firm.

Once a player's interest is piqued, he will discover "a challenging playfield" which dares him to "take on the Ion Generators."

Bally says it has designed special replay, extra ball and novelty modes which give operators flexibility to control replay balls and scoring when a "special" is awarded.

For more information, contact your local distributor or Bally Midway at 10610 W. Belmont Ave., Franklin Park, IL 60131; 312/451-9200.

Computerized Mail Machine With Money Order Dispenser

A Georgia inventor has designed a convenient vending machine that dispenses all types of postal supplies and money orders.

The Computerized Mail Machine With Money Order Dispenser

...eliminates the worry and frustration of getting to the post office before closing. It dispenses stamps, post cards, pre-stamped envelopes and money orders. It also features a dollar bill and coin changer. The **COMPUTERIZED MAIL MACHINE WITH MONEY ORDER DISPENSER** accepts bills of various denominations, and also weighs packages before

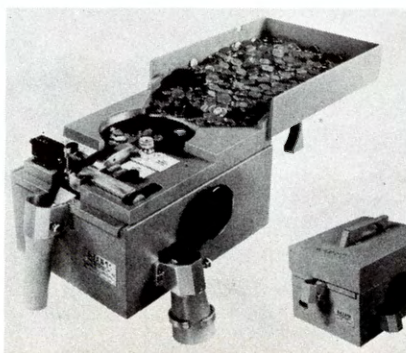
sending.

The original design was submitted to the Atlanta Office of **INVENTION MARKETING INCORPORATED**, a national invention development organization for research and marketing. **INVENTION MARKETING INCORPORATED** is currently offering this invention for licensing to manufacturers interested in research and development.

Details may be obtained by contacting: New Product Licensing Dept., Invention Marketing Incorporated, Triangle Building - 701 Smithfield St., Pittsburgh, PA 15222.

Klopp's 'Everything Machine' Cuts Coin Processing Time By 70%

No need anymore for separate coin sorters, counters, wrappers and baggers. Now there's the '**Klopp ET**' (aka the 'Everything Machine'), a handy four-function unit said to cut coin processing time by 70%.



When using the unit, unsorted coins are poured into a large reservoir. The 'Everything Machine' will sort, count, wrap and bag the largest diameter coins while the others are stored in a separate bag. When this cycle is finished, the rest of the coins are poured from the bag back into the reservoir, and the next largest diameter coins are sorted. This is, of course, repeated as often as necessary.

The '**Everything Machine**' is made of cast aluminum and hardened steel, and carries a one-year factory warranty. For more information or distributor contact Klopp at P.O. Box 708, Pinellas Park, FL 34290-0708; 813/522-9425.

Nintendo's Donkey Kong Awarded Million Dollar Victory Over Universal's King Kong

The conduct of Universal City Studios, Inc. in bringing a lawsuit against Nintendo Company Limited and Nintendo of America Inc. who manufactured and distributed the popular video game, Donkey Kong, was found by a federal judge to be "highly unreasonable" and "an extreme departure from the standards of ordinary care." A penalty of over \$1 million was assessed against Universal for its "bad faith" litigation.

In 1982 when the **Donkey Kong** game was at the height of its popularity, Universal, claiming that the game infringed on its right in King Kong, had demanded royalties from sales of the game and threatened Nintendo and various Nintendo licensees with litigation. When Nintendo refused to knuckle under, Universal filed a trademark infringement action seeking over a hundred million dollars from Nintendo. In 1983, Judge Sweet of the United States District Court for the Southern District of New York granted Nintendo summary judgment and dismissed Universal's claim. The Federal Court of Appeals for the Second Circuit affirmed Judge Sweet's dismissal of Universal's claim. The latest ruling was in response to Nintendo's counterclaims for tortious interference with its licensees, unjust enrichment, vicarious copyright infringement, punitive damages and attorney's fees.

In his opinion issued on July 29, 1985, after a full trial, Judge Sweet found that Universal had commenced the litigation against Nintendo in bad faith and had falsely asserted right in King Kong which it knew it never had. He also found that in its zeal to cash in on the success of Donkey Kong, Universal had infringed Nintendo's Donkey Kong copyright and had wantonly interfered with Nintendo's Donkey Kong

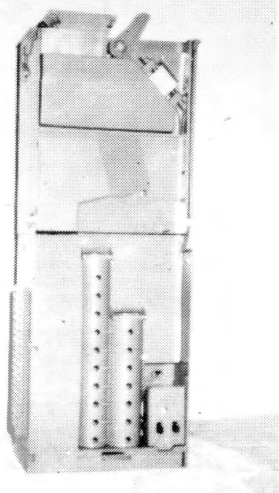
licensing program by threatening Nintendo's licensees with spurious litigation. Nintendo was awarded its attorney's fees as well as actual and punitive damages against Universal. The award is well in excess of a million dollars.

After hearing the testimony of Sidney Jay Sheinberg, Universal's president and Chief Operating Officer, Judge Sweet cited Herman Wouk's character in the **Caine Mutiny** dubbing Sheinberg the "Willie Keith of this story". Further borrowing from the **Caine Mutiny** he observed with respect to Mr. Sheinberg: "the event turned on his personality as the massive door of a vault turns on a small jewel bearing." Mr. Sheinberg's boast to Nintendo prior to the litigation, as he attempted to force a settlement, that Universal's litigation department was a "profit center" and that Nintendo "had better start saving money for attorney's fees" came back to haunt him throughout the opinion as Judge Sweet noted in his award of attorney's fees to Nintendo:

when the complaint in this action was filed, Universal knew that the allegations of sweeping ownership of King Kong were unsupported by the rights Universal actually possessed. Universal used the lawsuit as part of a larger effort to acquire some portion of the profits derived from . . . Donkey Kong. Universal, and Sheinberg, viewed corporate litigation as a "profit center," and the known insufficiency of the claims asserted did not inhibit the use of litigation where the opportunity for profitable settlement existed.

Nintendo was represented by John J. Kirby, Jr. of the firm of Mudge Rose Guthrie Alexander & Ferdon. Universal was represented by Douglas C. Fairhurst of the firm of Townley & Updike.

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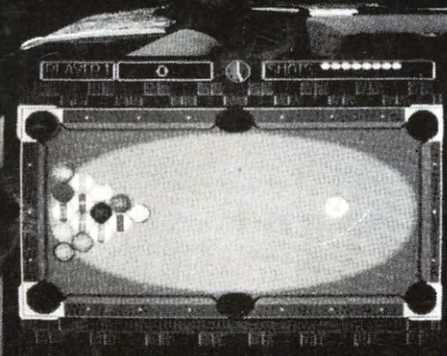
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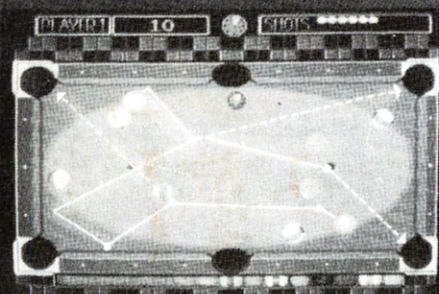
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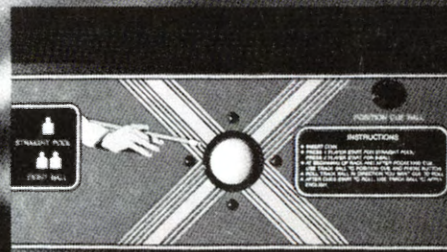
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